MARCH 19, 1951

BROADCASTING TELECASTING

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20TH year

The Newsweekly of Radio and Television.

$7.00 Annually
Single copies 25 cents weekly

TECHNOLOGY DEPT.

RADIO'S EVER-MAGIC TOUCH

PUBLIC LIBRARY
MAR 19 1951
DETROIT

WLS and the drama of the ATOM

"...EXAMPLE OF THE EFFECTIVE USE OF RADIO AS A TEACHING TOOL"

SCHOOL TIME
With Al Tiffany, narrator; Josephine Wetzler; Howard Peterson, organist
Producer: William Nelson
Director: Mrs. Wetzler
Writer: Marcella Albert
15 Mins.; Mon.-thru-Fri., 1:15 p.m.
Sustaining
WLS, Chicago

"School Time," WLS' long running educational series beamed at the younger set, has launched this 11-show group dealing with atomic energy. Working in cooperation with the Argonne National Laboratory, "School Time" director Josephine Wetzler and scripter Marcella Albert have worked out a semi-dramatic treatment of the complex atom story. Session heard (23) dealt with the structure of the atom itself and came off as an excellently handled exposition.

Background details of the atom were given by the narrator with various highlights in science's discovery and understanding of the intricate phenomenon depicted in story form. Simple script and competent thesping made for a highly informative and understandable outlining of a complicated subject. Entire show was a sock example of the effective use of radio as a teaching tool. Dave.

From the VARIETY February 28, 1951

This year, as a part of the DuPont Award winning "WLS SCHOOL TIME" broadcasts — a five time a week sustaining series for in-school listening, now in its 15th year — WLS inaugurates a new series based on the drama of the Atom.

Each program translates into understandable and dramatic terms the meaning and significance of the new world of Atomic Energy. Indications of the success of this new radio venture can be found in the article appearing in a recent issue of Variety.

The programs are being written in cooperation with the Argonne National Laboratories and, at the request of the Atomic Energy Commission, will be available to the National Association of Educational Broadcasters for broadcast on its fifty-one affiliated stations throughout the nation.

This confidence and trust displayed by the Atomic Energy Commission is most gratifying. The responsibility of radio in this new era cannot be overemphasized. For, as radio's ever magic touch can sell, so can it serve . . . and thru consistent service accrues listener loyalty and belief — the basic ingredients of advertising results.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES 50,000 WATTS ABC NETWORK — REPRESENTED BY JOHN BLAIR & COMPANY

Look

THIS IS TELEVISION IN THE WHAS TRADITION

IN LOUISVILLE

7 out of top 10

LOCAL LIVE NIGHTTIME SHOWS ARE ON

WHAS-TV

Look at the HIGH SETS-IN-USE

57.8%

nighttime average

COINCIDENTAL TELEPHONE Survey BY UNIVERSITY OF LOUISVILLE

Seven out of the first ten . . . as shown by the University of Louisville in the most intensive coincidental telephone survey ever conducted here. Over 13,400 calls were made in one week. Ask your Petry man about the high-rated local shows produced especially for participating sponsors.

Serving a market of more than 80,000 television homes

Basic CBS interconnected Affiliate

CBS

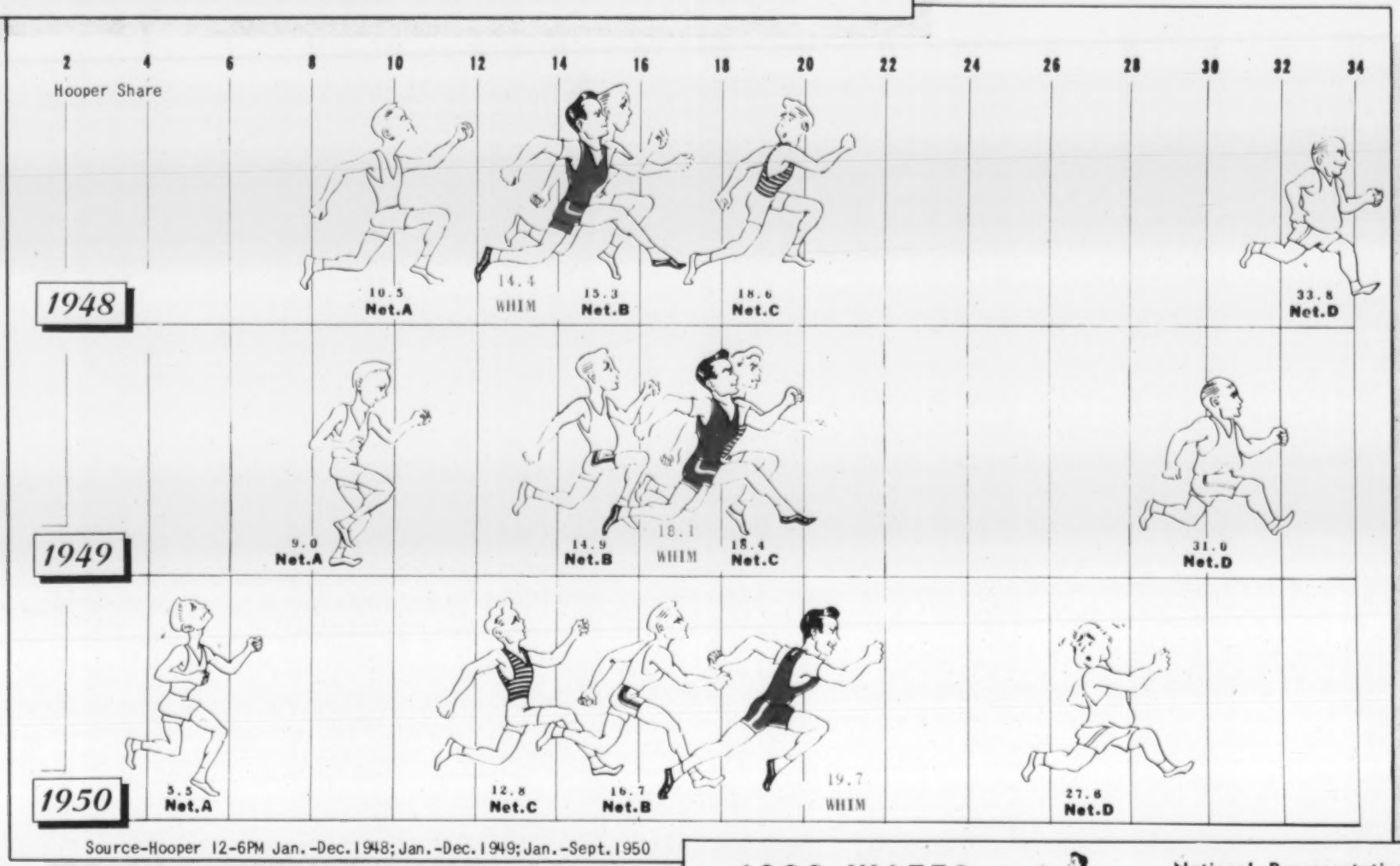
WHAS-TV

Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

WHIM *vs. the Four Network Stations in Providence____ and Beats Three!*



Source-Hooper 12-6PM Jan.-Dec.1948; Jan.-Dec.1949; Jan.-Sept.1950

1000 WATTS

1110 Kc

Providence, Rhode Island

WHIM

National Representatives
Headley-Reed Co.

New York · Philadelphia · Atlanta
Chicago · Detroit · San Francisco
New Orleans · Hollywood

...ished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879

BROADCASTING TELECASTING ...at deadline

Closed Circuit

ACTUAL lifting of TV station licensing freeze will not catch government allocation authorities napping. National Production Authority's Electronics Products Div. hopes to have Controlled Materials Plan in operation July 1 to provide for additional equipment materials. Group will recommend program on industry rather than individual basis now. Defense Production Administrator will review and make final decision.

SAME procedure holds true for emergency equipment needed by stations. Electronics Div. will recommend on basis of requirements filed by Civil Defense Administration. Authorities say there will be no "blanket authority," but needs will be treated individually on merits as interpreted through CDA.

FINAL FCC approval of revised TV allocation proposal possible this afternoon (Monday) if tentative meeting on report is held as scheduled. Unless major revisions ensue, report should be out this week according to best estimates (see story page 25). Action need not be withheld pending return of Comrs. Rosel H. Hyde and Paul A. Walker from trips.

FEAR voiced at NAB headquarters that April convention attendance may suffer if many small station executives attend FCC's March 26 defense conference in person instead of via engineering and/or legal counsel. Thorough briefing on defense techniques to be given at NAB convention.

TWENTY-FIVE advertising agencies are in running for National Guard recruiting contract for new fiscal year beginning July 1. After closed briefing, representatives were asked to fill out questionnaires and return by April 5. Board will narrow field to less than a dozen and then invite formal presentations and hold hearing.

LENNEN & MITCHELL, New York, looking for local news program availabilities in radio for Old Gold cigarettes.

NEXT state group to support new NARBA treaty: Missouri Assn. of Broadcasters. No formal announcement yet, but it's understood communications, detailing MAB's stand on allocation of frequencies among North American nations, are enroute to those members of Congress and government officials concerned with NARBA.

LONG-DISTANCE lines kept hot as two NAB committees—presidential and TV manager—move toward selections. TV group willing to hold off another fortnight pending presidential action, desiring to select man acceptable to new president, but already it's showing signs of impatience.

AMERICAN TOBACCO Co., Lucky Strike cigarettes, through BBDO, New York, said to be considering daytime television show across board built around Singer Snooky Lanson.

THOUGH no date set, Senate Foreign Relations Committee last week definitely put full-

(Continued on page 94)

Upcoming

March 19: American Marketing Assn. meeting on Radio-TV Research Techniques, Hotel Shelton, New York.
March 19-22: IRE National Convention, Waldorf Astoria, New York.
March 26: FCC-Licensee Civil Defense Conference, Washington.
March 26: Oral Argument on Color TV, U. S. Supreme Court, Washington.
March 28-31: Assn. of National Advertisers, The Homestead, Hot Springs, Va.
April 3: McFarland Bill (S-658) Hearings begin, New House Office Bldg., Washington.
(Complete list of Upcomings on page 68)

Bulletins

PEDLAR & RYAN, New York, placing spot announcement campaign in 72 radio and all television markets, starting March 26, for Procter & Gamble's Camay soap. Contract calls for 10 daytime spots per week or five nighttime one-minute E. T.'s in radio and five daytime and nighttime 20-second announcements. TV announcements for 13 weeks.

JUSTICE DEPT. PROBES BAN ON FOOTBALL TELECASTS

JUSTICE Dept.'s anti-trust division probing complaint by Oklahoma State Senator against NCAA-Big Seven ban on live football telecasts.

Sen. George Miskovsky telegraphed Atty. Gen. J. Howard McGrath and his deputy, Peyton Ford, asking for study to determine if criminal or civil action could be taken.

Asst. Atty. Gen. H. Graham Morison, anti-trust division head, told newsmen, "We're going to look into it."

Denying that NCAA has banned live telecasts, Dr. Hugh C. Willett, NCAA president, said in Los Angeles there will be some live telecasting of college football games next fall. He explained that the resolution NCAA adopted merely asks members to join in "a controlled experiment."

That means, he added, that most games would be filmed and released on TV the following week. Dr. Willett deplored Oklahoma Senate bill which would force state-supported institutions to permit live telecasting (see early story page 60). NCAA's TV-committee will meet soon to "work out plans for controlled live TV," Dr. Willett revealed.

WWDC APPOINTS BLAIR

WWDC Washington names John Blair & Co. as national representative, effective May 15. Station joined MBS week ago as Washington affiliate, incorporating selected MBS shows into its block programming format of music, news and sports. Blair contract covers only AM operation. WWDC-FM and transit handled by H-R Representatives Inc.

GE TO SHOW UHF TUBE

NEW ceramic tube for use on top end of UHF TV band to be shown by General Electric Co. today (Monday) at luncheon in New York. It's described as 900 mc tube, 1 kw, continuous wave output.

Business Briefly

AGENCY NAMED ● Howard Hat Stores, New York, to William Warren, Jackson & Delaney, New York. Radio will be used.

TONI CHANGE ● Toni Co., Chicago, to places *Give & Take* on CBS with *Alias Jane Doe*, Sat., 12:30-1 p.m. (CT), effective April 7. Program will originate in Hollywood. Product to be advertised not selected. Agency, Foote, Cone & Belding, Chicago.

NAMES REPRESENTATIVE ● WDOK Cleveland has appointed Walker Co. as exclusive national representative according to R. Morris Pierce, president and general manager.

TINTAIR MOVING ● Bymart Inc. (Tintair) moving its present weekly half-hour Somerset Maugham video show on CBS to NBC in late April, taking over *Musical Comedy Time*, one-hour on alternate Mon., 9:30-10:30 p.m. Latter program dropped by Procter & Gamble. Agency for Bymart, Cecil & Presbrey, New York.

SPONSOR'S SUMMER RIGHTS DEFINED BY NBC-TV

SUMMER hiatus rights of NBC-TV sponsors set up in plan announced Friday by network.

Sponsors in Class A time—those which have been on network 13 weeks prior to effective date of hiatus, may take not more than eight weeks' hiatus without charge if, by April 1, they give NBC written notice accompanied by order for at least 13-week resumption.

If they want more than eight week hiatus they can take up to five weeks additional if agencies pay regular station time rates for weeks over first eight (they will not be charged for time sold to others, however).

No rate discount to be given sponsors who remain on network during summer, but NBC-TV offers incentive plan with contribution toward program expenses.

Sponsors in Class B and C time—no free hiatus. Those wanting eight-week hiatus must cancel with 60-day notice and also give firm order for at least 13-week resumption.

Network officials emphasized plan is for this year only.

TRAMMELL AND WHITE NAMED TO BAB COMMITTEES

NILES TRAMMELL, NBC board chairman, appointed to BAB Board of Directors' Executive Committee, and Mutual President Frank White to Research-Promotion Committee, BAB Board Chairman Edgar Kobak announced Friday. Their selection was by agreement among networks, which will rotate service on committees, with CBS and ABC being represented at end of year. Other committee appointments announced 10 days ago [BROADCASTING • TELECASTING, March 12].

BAB, in special bulletin last week, alerted member stations to Hart, Schaffner & Marx April promotion letter which advocates utilization of radio spots prepared by company for its local dealers. Bulletin includes "sales plus angles" and copy of Hart, Schaffner & Marx radio spots.

MORE AND MORE PEOPLE

ARE LISTENING TO

WORK

YORK, PENNSYLVANIA

NOW 5,000 WATTS—This recent power increase gives advertisers—at no extra cost—wider coverage, more listeners. Morning, afternoon and night—Conlan ratings and BMB show WORK as the Number One Station in this ever-increasing, progressive buying market. Ten year population increase York Metropolitan trading area 13.7% (1950 Census of Population) Let WORK sell for you in this important mid-Pennsylvania section. Complete market growth information available on request.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

NBC AFFILIATE

WORK York, Penna. Est. 1932

5000 Watts — Day
1000 Watts — Night

A STEINMAN STATION

"The Prestige Station of the Carolinas"

THE GREENSBORO CHAMBER OF COMMERCE WILL SOON COMPLETE ITS FIRST YEAR OF SPONSORING A PROGRAM, "AMERICANS, SPEAK UP!", ON WBIG.

WHAT GROUP IS BETTER QUALIFIED TO SELECT AN EFFECTIVE LOCAL ADVERTISING MEDIUM THAN THE BUSINESS AND PROFESSIONAL MEN WHO CONSTITUTE THE CHAMBER OF COMMERCE?

WBIG

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, John H. Kearney, Wilson D. McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Fisher, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0773 James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

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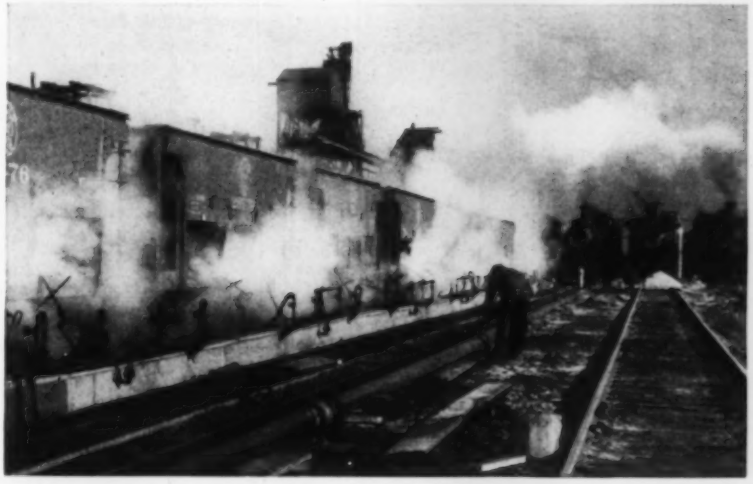
Subscription Price: $7.00 Per Year, 25c Per Copy

HOW JUNGLE AND PRAIRIE HELP REARM AMERICA

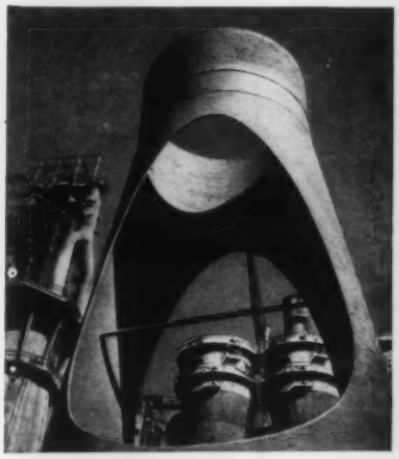
America has so many steel mills that the job of making sure they will never go "hungry" has started a world-wide search for iron ore.

This page tells about three vital steps in steel production: 1. More ore... 2. Better transportation...3. New steel mills.



1 WOOD FOR IRON: An American steel company is pushing a new railroad to open ore deposits in Africa. This native of Liberia is sharpening a saw to cut railroad ties.

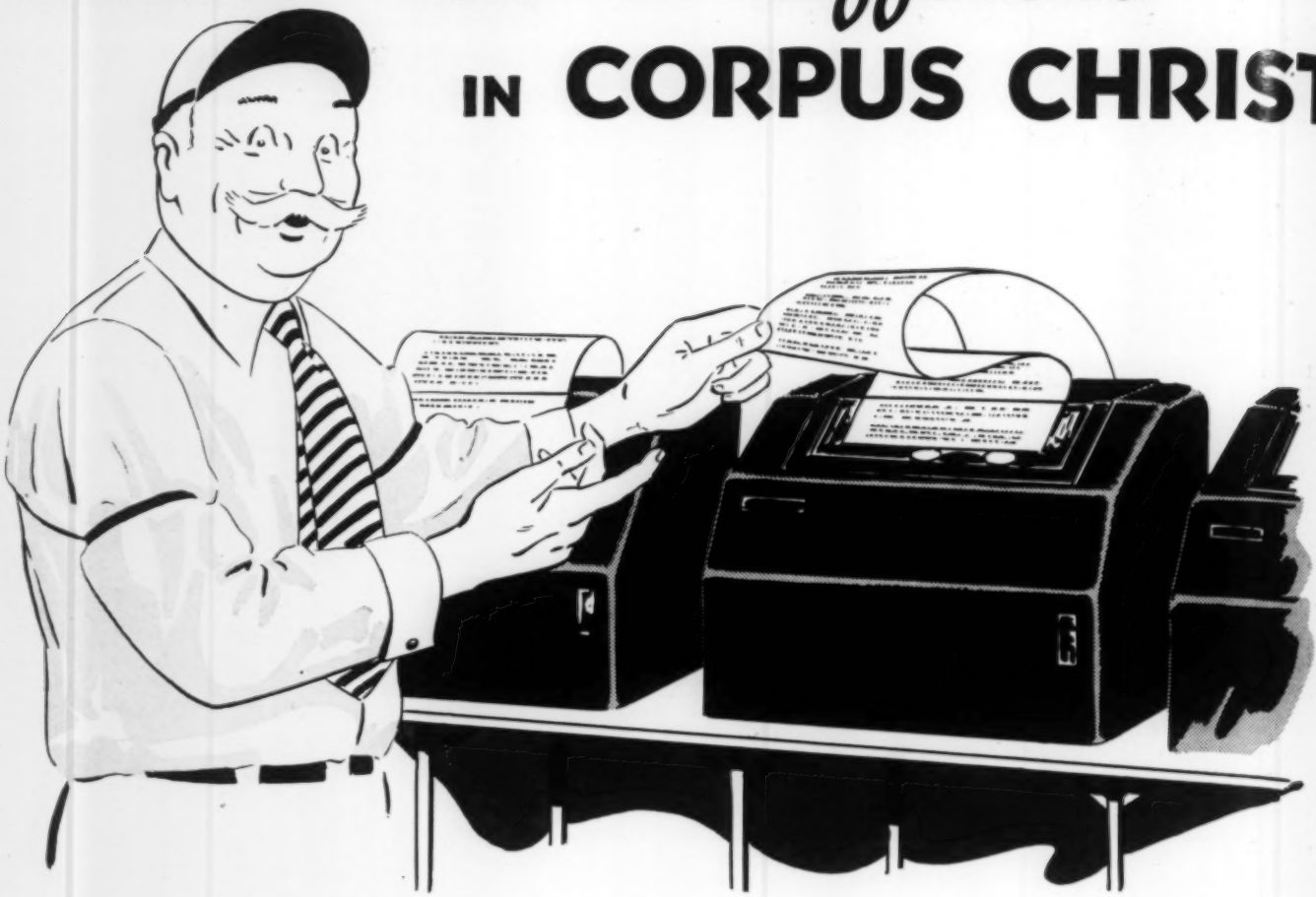
2 MAKING HISTORY WITH STEAM: New steel mills (and production from present mills) are going up so fast that the summer season of ore boat transportation needs to be stretched. This picture shows first winter-time trainload of frozen ore being given a steam bath for fast dumping.



3 ANOTHER MELTING POT: This is a big section of a furnace used in making iron. America has more steel production than all the rest of the world, but millions of tons are being added.

If enough steel for armament and steel for homes and business are possible at the same time, competition among America's more than 200 steel companies will accomplish it. Production records are zooming . . . If you want to read more facts about your country's greatest industrial hedge against war and inflation, write for preprint from the magazine Steelways, "African Iron and American Steel," American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.

What's "new or different" IN CORPUS CHRISTI.



One of the basic facts of radio is that *all* stations and markets are "new and different" as compared with one another — and that makes one of the basic, incontestable, never-changing advantages of National Spot Radio.

The differences between markets and stations can give you headaches *or opportunities.* Our biggest job here at F&P is to help you minimize the headaches, cultivate the opportunities, by supplying honest, accurate *facts* about the stations and markets at the right. Only with such facts can you truly capitalize on the advantages of our medium, or on the time, money and effort you spend in it.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

T..ROANOKE . . . DES MOINES?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

Oklahoma City's
Only 50,000 Watt Station

MALE PULL . . . . . .

Sailors aboard the USS Navasota (somewhere in the South Pacific), say she's replaced GI Jane . . . listeners in Wahoo Nebraska dedicate tunes to folks in Las Vegas, Nevada . . . people in Saskatchewan, Canada, request tunes for listeners in Manitoba . . . all on the YOUR LATE DATE show on KOMA, in Oklahoma City.

You may not be interested in reaching the South Pacific or Canadian or California market on an Oklahoma City radio station . . . but the point is that KOMA's gorgeous, pixie-like late-nite gal disc-jockey, "NICKY," is selling Oklahoma solid and throwing in the rest of the nation as a bonus. Investigate the attractive rate structure and spot availabilities on YOUR LATE DATE.

J. J. Bernard,
V-P and General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

agency

CLEMENS F. HATHAWAY, executive SSC&B, N. Y., elected vice president of agency.

RUTH JONES, media supervisor on P&G's Tide at Benton & Bowles, N. Y., promoted to assistant director of media for Procter & Gamble.

W. A. CHALMERS, vice president in charge of radio and TV Kenyon & Eckhardt, N. Y., resignes. GARTH MONTGOMERY, succeeds Mr. Chalmers [CLOSED CIRCUIT, March 12].

DAVID SMITH, Foley Agency, Phila., appointed assistant radio-TV director to FRANK KNIGHT.

PHILLIP A. STREICH, vice president in charge of media, to handle TV and radio H. H. DuBois Agency, Phila.

STEPHEN M. WEBB, Spitz & Webb, Syracuse, appointed vice president Richards & Webb Inc., same city. Agency formerly Wilbur O. Richards Adv., changed name when Mr. Webb joined firm.

LES WAAS, independent producer and freelancer, to J. Cunningham Cox Adv. Agency, Phila., as director of Radio-TV.

on all accounts

"THE ONE THING Curt Peterson dislikes," explained an executive at Marschalk & Pratt Co., New York, "is pretension."

What the fellow left unexplained was that Mr. Peterson, partner and director of radio and television at Marschalk & Pratt Co., is not even pretentious about that dislike. He doesn't trumpet it or dramatize it; it just happens to be a fact, a serene condition of his existence. Consequently, Mr. Peterson would be the first to grimace at the description of himself as something as heroic-sounding as "pioneer." Yet he is unquestionably that.

In September of this year, Mr. Peterson will celebrate his 25th year in the broadcasting industry. He began his career in radio at WJZ New York in 1926 as a singer-announcer-copywriter. It was a period during which hordes of eager young men received their innoculations of the radio bug. Mr. Peterson was one of the compartively few on whom the innoculation "took."

In 1927 he moved to WEAF, now WNBC New York, as supervisor of announcers for both the Red and Blue networks. In 1928 he became assistant commercial program manager. He remained with the networks until 1935 when he joined Marschalk & Pratt, as radio director to handle the radio news programs of the Esso account.

In 1942 Mr. Peterson was drafted into the Army. He had served in the First World War as a second lieutenant. After a tour in Alaska and then at the Pentagon, Mr. Peterson finally was mustered out of the Army on April 1, 1945, with the rank of captain. He returned to M&P as radio director and in 1949 became a partner in the firm. Mr. Peterson still handles radio, and now television, for the Esso Standard Oil account. He has watched the advertiser grow from its sponsorship of a news program on seven stations in 1935 to the 52 station operation which it is currently. In addition Esso sponsors CBS-TV's *Alan Young* Show.

Mr. PETERSON

The Peterson's—she is the former Ruth Matteson, an actress—have been married since September.

As for hobbies, Mr. Peterson admits that Mrs. Peterson bought him some oil paints and a book on how to paint. So far, however, all he has done is read the book. He spends his spare time studying French and watching TV. He belongs to University Club and Beta Theta Pi.

beat

JAMES G. COMINOS, vice president and general manager and radio-TV director LeVally Inc., Chicago agency which closes its doors in May, to Needham, Louis & Brorby, same city, as vice president and account executive on Household Finance Corp. Account, which resigned LeVally early this year, is expected to use radio and TV.

DAVE NYREN, TV program producer Ruthrauff & Ryan, N. Y., named director of new program and talent development for radio-TV department.

Mr. Nyren

THOMAS PRENDERGAST, copywriter McCann-Erickson, N.Y., to Harry B. Cohen Adv. Co., N. Y., as copywriter.

HERMAN S. THOERNEBE, vice president and copy director John Falkner Arndt & Co., Phila., appointed creative director.

BOB KNAPP, radio-TV copy chief Schwimmer & Scott, Chicago, named executive director of radio-TV.

BARRETT WELCH, account executive Foote, Cone & Belding, N. Y., to Sullivan, Stauffer, Colwell & Bayles Inc., in same capacity.

HUGH HORLER appointed radio director MacLaren Adv. Co., Toronto, succeeding the late M. ROSENFELD.

PATRICIA GREW, commercial writer Young & Rubicam Inc., N.Y., transferred temporarily to agency's Hollywood office.

DON DICKENS, copy staff Leo Burnett, Chicago, to Needham, Louis & Brorby, same city, in similar position.

J. E. JACOBS to public relations staff J. Walter Thompson Co., Chicago.

ED LEFTWICH, technical TV director Young & Rubicam, N. Y., to Masterson, Reddy & Nelson, N. Y., as director in charge of all TV properties.

MIKE KRICH, story editor *Nash Airflyte Theatre*, to Biow Co., N. Y., as story editor on *Philip Morris Playhouse*.

J. HUGH E. DAVIS, executive vice president Foote, Cone & Belding, Chicago, and JENNIFER HOLT, Chicago radio and TV actress, married in Colorado Springs Mar. 3. BOB HOPE was best man.

PETER HARROCKS named radio director Vickers & Benson Ltd., Toronto.

ROBERT G. WILDER, public relations staff Lewis & Gilman Inc., Phila., named chairman National Production Authority advisory committee for public relations in that region. He is one of 14 executives chosen to counsel NPA.

BILL DOWDING appointed assistant radio director J. Walter Thompson Co., Toronto.

DAN WISE, Edward Davies Assoc., appointed producer Wallace Orr Adv. Agency, Phila.

MAHLON G. REMINGTON named director of merchandising and sales promotion Ward Wheelock Agency, Phila.

JEAN MATZKE, Aitkin-Kynett Co., Phila., to Lohmeyer-Adelman Inc. as production manager. JOHN J. HENDERSON, Al Paul Lefton Co., Phila., appointed director of merchandising Lohmeyer-Adelman.

WALTER BUNKER, vice president in charge radio and TV Young & Rubicam Inc., Hollywood, in New York for month's conferences.

JAMES W. CHRISTOPHER, The James W. Christopher Co., L. A., appointed manager of L. A. office Lannan & Sanders Ltd., Dallas. Lannan & Sanders will take over all of Mr. Christophers accounts. West Coast branch will operate under name of Lannan, Sanders & Christopher.

EARL ALLVINE, formerly in motion picture work, named to staff Merritt Owens Adv. Agency, Kansas City, Kan.

Obviously OUTSTANDING

WMBD Dominates the Rich Peoriarea Market

Everybody knows the magic name, "Caterpillar". The "big yellow machines" are a familiar sight on the byways and highways of America . . . yes, and all around the globe from there! Obviously, this Peoria product is outstanding.

So attached to their "Cats" do owners and operators become that they oftentimes endow them with personal nicknames . . . and that's a tribute to the more than 26,000 PEOPLE who build Caterpillar Tractors. It's Caterpillar PEOPLE who are responsible for the amazing Caterpillar record of performance.

PHIL GIBSON, Local News Editor . . . with 29 years experience as newspaper reporter, columnist, newscaster and news editor, it's obvious that Phil knows his Peoriarea! Peorians like their news fresh as their morning eggs, and Phil gives it to them quickly and accurately.

This holds in radio, too—and particularly at WMBD. The PEOPLE at WMBD have unmatched experience in the knowledge of radio preferences of Peoriarea listeners . . . they work as a team to produce the best in Peoriarea radio.

No wonder, then, that WMBD so thoroughly dominates this rich, prosperous market! Rating after rating shows that WMBD reaches more listeners *IN ANY TIME PERIOD* than the next two stations *COMBINED!* Tribute indeed to the people at WMBD. . . .

Charles C. Caley,
Vice President & General Manager

Don D. Kynaston,
Director of Sales

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois

PEORIA
CBS Affiliate
5000 Watts

Advertisement

From where I sit
by Joe Marsh

Watch Out For The "Blind Spots"

Stopped by Squint Miller's farm the other day and saw a vinegar bottle in his kitchen with an oversized cucumber inside it. The cucumber filled the whole bottle.

"What's a cucumber doing in there?" I asked him. "That's my 'blind-spot' reminder," says Squint. "My grandmother kept one in her kitchen to remind her to take stock of herself now and then.

"*I slipped that bottle over the cucumber when it was growing on the vine,*" *he went on.* "*And like certain viewpoints, not noticed, it just grew and grew—now it's there to stay.*"

From where I sit, we could take a cue from Squint and watch for our own "blind spots" and prejudices before they grow too big to get rid of. We've got to respect our neighbor's right to his preferences . . . preferences for a certain make of car, a favorite movie star, or a temperate glass of beer after work. We won't be tripped by any blind spots if we keep our eyes —and minds—open!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

open mike

Showsheet Cited

EDITOR:

I am sure that you are aware of the fact that your monthly TV showsheet is of great value and constantly referred to by all agencies in network television.

You would be doing agency buyers a great favor if you would also publish a showsheet giving network television daytime schedules. While I realize that the programming picture changes quite rapidly, nevertheless, half a loaf is better than none to starving timebuyers. . . .

Robert M. Reuschle
Manager
Timebuying Dept.
McCann-Erickson Inc.
New York

[EDITOR'S NOTE: Beginning with the April 2 issue the showsheet will include daytime as well as nighttime TV programming.]

* * *

SCBA 'Censorship'

EDITOR:

Few working broadcasters would disagree with the anti-censorship philosophy of your March 12 lead editorial, "Blunder in California." Unfortunately, when you take off from that general principle to castigate the Southern California Broadcasters' Assn. for allegedly "inviting direct censorship of programs in advance," you are criticizing actions which just didn't happen. Somewhere in the 3,000 miles between Los Angeles and Washington the facts about FCC Regional Attorney Joseph Brenner's talk at an SCBA meeting became terribly garbled. Here are the facts:

1. SCBA monthly luncheons discuss varied matters of interest to the 56 members, with programs guided by a seven-man board. Guests from allied fields are invited to specific meetings. Among them recently have been spokesmen of organized advertising agencies, civil defense heads, station representatives, etc. Mr. Brenner, as local representative of an organization certainly as important to our industry as the above, was invited—to discuss *not* advance censorship of programs, but technical interpretation of FCC regulations with which broadcasters are in constant contact, such as sponsor identification and logging regulations. He restricted himself to such interpretative aspects and emphasized that his remarks were "unrehearsed, unofficial and unauthorized." His presence was no more out of line at a regional broadcasters meeting than the customary invitation of the chairman of the FCC to NARTB conventions, nor several occasions when visiting FCC Washington personnel have attended SCBA luncheons—without criticism.

2. At the conclusion of the luncheon, several managers asked Mr. Brenner if he would cover the same ground at a later meeting for some of their working personnel, who are not ordinarily present at the managers' meetings. They did *not* ask, as the editorial claims, "if he would be willing to institute a series of workshop discussions on programming planning that would conform to FCC desires." Mr. Brenner agreed, if there was sufficient interest, to hold a repeat session . . . not, "to conduct a course on what the FCC wants in programming."

3. SCBA invited managers by mail to note on a return postcard if they wanted such a meeting; if so, what day and hour would be most convenient. As a result of their response, program people gathered with Mr. Brenner last Wednesday afternoon to cover the same ground as the discussions at the managers' meetings. Comments from those who attended indicate that the session was educational and helpful, with not the slightest hint of dictation or censorship. There is not now, and never was, any intention to prolong this single informal conference into a course series. . . .

Robert J. McAndrews
Managing Director
Southern California Broadcasters Assn.
Hollywood

[EDITOR'S NOTE: We are relieved to hear that Mr. Brenner's talk to the SCBA and his subsequent talk to program personnel were confined to routine matters such as logging techniques and sponsor identification. Such, however, was not indicated in the SCBA bulletin upon which our editorial was based. The implication in the bulletin and in postcards sent to members was that Mr. Brenner would be pleased to conduct a workshop discussion to insure that "air copy conforms to Commission regulations," the kind of phrase that has been used to cover many attempts at censorship.]

* * *

The WCFM Story

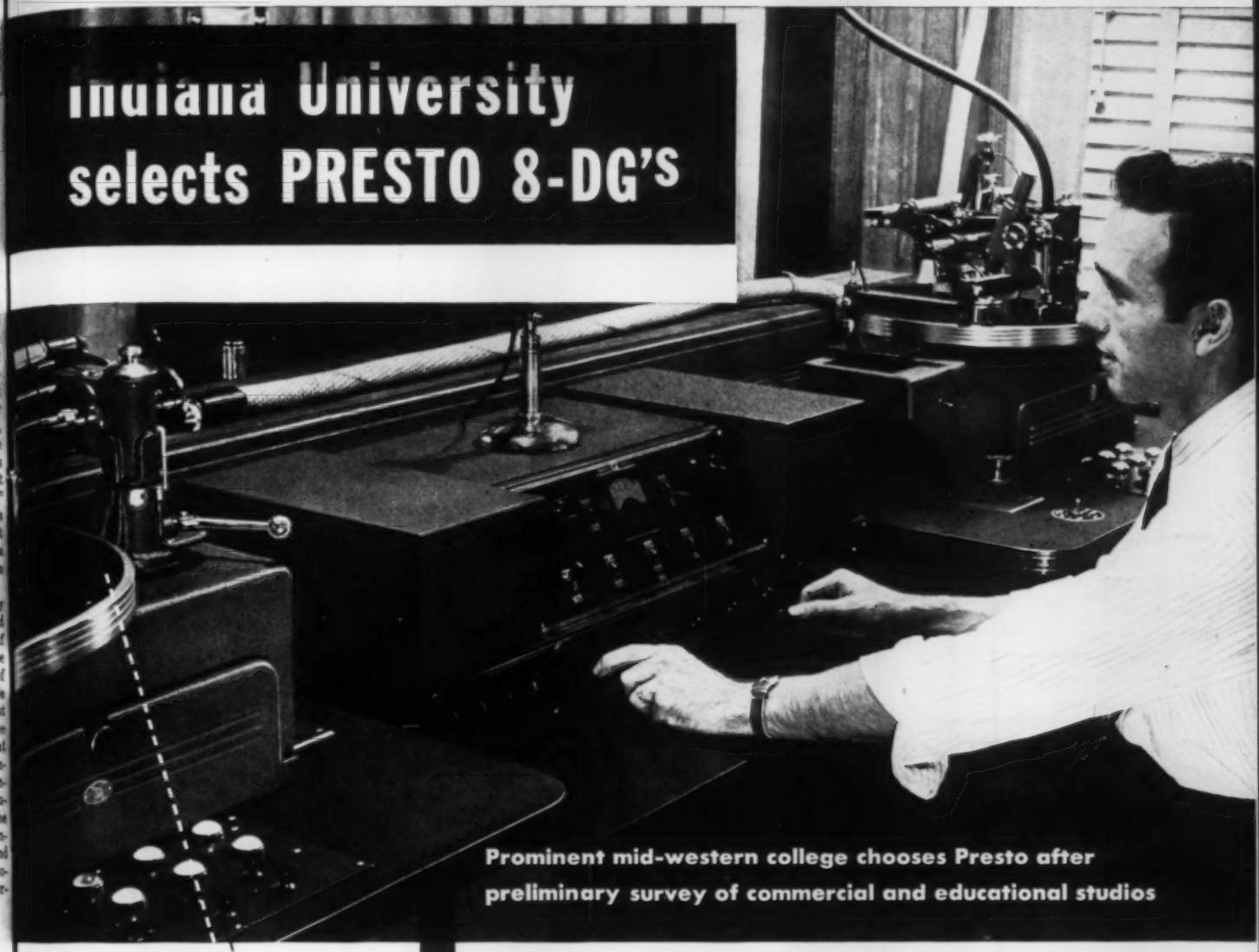
EDITOR:

Spring is almost here, and the silly season is once again upon us. At least it appears to be upon your editorial staff, judging from the paragraph about WCFM in your March 5 issue.

You have, of course, missed the point entirely. Our stockholders, as investors in FM radio, are justly angry at the radio manufacturing industry for its failure first, to promote FM, and then to keep up with the public demand for FM sets which has developed despite the lack of promotion. If you disagree with this statement ask some of the Washington distributors and radio stores managers. As a journal allegedly alert to everything going

(Continued on page 18)

Indiana University selects PRESTO 8-DG's



Prominent mid-western college chooses Presto after preliminary survey of commercial and educational studios

INDIANA UNIVERSITY AT BLOOMINGTON now has a professional-quality recording laboratory in continuous operation.

Made possible by pooling the resources and knowledge of the Department of Radio, School of Music and Audio-Visual Center, this new lab is the result of painstaking care in every detail of planning, purchasing and construction.

PRESTO was selected as the equipment best suited to the quality and budget requirements. The basic machines are Model 8-DG disc recorders, installed with a specially designed relay control system and operational status lights on each unit. These are supplemented by an 8-D disc recorder, a PT-900 portable tape recorder for studio and on-location use, and a rack containing two 41-A limiting amplifiers and two 92-A recording amplifiers.

The selection of PRESTO equipment was preceded by a study of the facilities of established commercial recording studios, contacting other Universities with similar programs and visiting the Library of Congress recording laboratory. The continuous use of the equipment these past months verifies this selection.

wherever you go... there's PRESTO!

The recording room at Indiana U., showing PRESTO disc recorders and reproducers, PRESTO rack mounted amplifiers and the famous PRESTO PT-900 portable tape recorder.

Visit PRESTO at IRE Show
Third Floor—Grand Central Palace
March 19-22

PRESTO RECORDING CORPORATION
Paramus, New Jersey. Mailing Address: Box 500, Hackensack, New Jersey

In Canada: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal, Canada • Overseas: M. Simons & Son Co., Inc., 25 Warren Street, New York, New York

RELAXED.....?

Yes, and easy listening, too —heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied . . . it's designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

YOUR BEST BUY IS IN THE NATION'S CAPITAL

WRC NBC

feature of the week

SOME of the Denver radio men who were guests at the fourth birthday party of KFG at Fitzsimons Army Hospital included KFEL Disc Jockey Ray Perkins (holding cake) and (l to r) Bill Jones, KLZ newscaster and disc jockey; Pete Smythe, KLZ singer and discer; Matthew McEniry, KLZ public affairs director; Robert Owen, KOA Chief Engineer; Eugene P. O'Fallon Jr., KFEL promotion manager; Earle C. Ferguson, KOA program manager, and Jack Fitzpatrick, KFEL news director.

* * *

OPERATORS of the Hospital Radio Program Distribution System at Fitzsimons Army Hospital and veterans who are patients there, believe that Denver radio stations rate a 21-gun salute for their willing cooperation and help.

Under the assignation of Bedside Network Station KFG, the unit airs 15 hours daily to veterans in the Denver hospital.

Brooks Connally, KFG manager, who prepared a summary of activities in connection with completion of the fourth year of operation, said:

"Delving through the program logs of past months and years, I noted a number of outstanding con-

(Continued on page 78)

strictly business

Mr. CUTCHINS

ALTHOUGH one of Kentucky's better known products, bourbon whiskey, is not advertised through the broadcast medium, that does not mean that radio-television is without a strong supporter in the bluegrass state. William S. Cutchins, vice president and advertising director of Brown & Williamson Tobacco Corp., not only believes in the effectiveness of the broadcast media but his company, under Mr. Cutchins' direction, invests a major part of its large budget in radio and television advertising.

The prominence enjoyed by the tobacco company in the radio and television field must be a source of constant gratification to Mr. Cutchins, who worked his way up the ladder from salesman with B&W to his present executive position. Since 1928, when he joined the firm, he has not ventured to any other enterprise.

For a company that siphons off the cream—roughly $3 million to $4 million annually—of its ad budget to aural advertising, this

(Continued on page 82)

IF YOU'RE INTERESTED IN SALES...

Better Hitch Your Wagon to the WISN Star, If You're Interested in SALES in Milwaukee-land.

Convincing Copy Must Be HEARD to Produce SALES. And WISN Gives You MORE LISTENERS For LESS MONEY Than Any Other Milwaukee Station.

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

"GIMME THE ONE WITH THE .9 LENS!"

Regardless of what consumer index you use, you know that our Red River Valley hayseeds are one of the most prosperous "markets" in America.

And WDAY covers them like a tent.

(1) For the period Dec. '49 — Apr. '50, WDAY got a Share of Audience more than three times as great as Station B, Mornings, Afternoons and Evenings—*actually got the highest Hoopers among all NBC stations in the nation for the second year running!*

(2) BMB Report No. 2 credits WDAY with a Daytime Audience of 201,550 families. *77.7% are average daily listeners!*

(3) According to a recent 22-county survey by students of North Dakota Agricultural College, WDAY leaves all competition far behind—*gets a 78.6% family preference against a mere 4.4% for the next best station!*

Complete, fabulous facts, from us or Free & Peters!

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

Disc Jockeys VOTE ---

"Our disc jockeys have greatly increased their use of the Lang-Worth Library since you changed from the big 16" to the 8" discs.

"Their reasons?...'the little disc is easy to handle' ...'best quality I ever heard'...and, 'it's mighty good stuff'!

"All this is 'bonus' over and above our regularly scheduled Lang-Worth Production Shows. Thanks for giving us more than our money's worth."—H. L. LOGAN, PROGRAM DIRECTOR, KWKH, SHREVEPORT, LA.

Disc Jockeys know that Lang-Worth's amazing 8-inch transcriptions are easier to handle and guarantee perfect cuing and faultless reproduction.

They have discovered that the combination of a Lang-Worth artist and the 8-inch disc greatly facilitates their job of capturing and holding listeners.

They say that a Lang-Worth show sounds like a live broadcast.

Their program ratings testify that Lang-Worth artists have great audience impact. They profit from the abundant Disc Jockey information that appears on every disc.

Send today for **FREE** 48-page booklet that lists and describes every artist and feature in the new Lang-Worth Service and includes factual reproductions of pages from the 1951 edition of **TALENDEX**—
"The Disc Jockey's Bible."

LANG-WORTH
FEATURE PROGRAMS, Inc.
113 WEST 57th STREET, NEW YORK 19, N. Y.

new business

Network . . .

MANHATTAN SOAP Co., N. Y. (Sweetheart Soap), March 26 starts five weekly *The Woman In My House* on NBC, Mon.-Fri., 3:45-4 p.m. (PST); 1:45-2 p.m. (EST). Contract 52 weeks. Agency: Duane Jones, N. Y. Program packaged by Carlton E. Morse.

CANADA DRY GINGER ALE Inc., N. Y., renews *Super Circus* for 52 weeks starting April 8 on ABC-TV. Product sponsors first half of 4-5 p.m. (CT) Sun. show. Agency: J. M. Mathes Inc., N. Y.

LEVER BROTHERS Co. (No-Rinse Surf) effective April 2 starts *Hawkins Falls, Pop. 6200*, Mon. through Fri., 5-5:15 p.m. on NBC-TV. Show will originate in Chicago. It was originally launched as summer replacement in 1950 on network. **Douglas Johnson** will write and **Ben Park** will produce it. Agency: N. W. Ayer & Son, N. Y.

SEALY MATTRESS Co., L. A., March 20 starts sponsorship Chet Huntley news commentary Tues.-Thur., on ABC California stations, 5:30-5:45 p.m. (PST). Contract for 52 weeks. Agency: Alvin Wilder, L.A.

SIXTH ARMY For Recruiting, S. F., March 18, started five week sponsorship of *Dink Templeton's Sport Page* on full Don Lee network (45 stations) Sunday, 10:15-10:30 a.m. (PST). Agency: West-Marquis Inc., S. F.

Spot . . .

PIZZA-FRO Corp., Chicago (frozen pizza pies), begins introductory radio and TV campaign in Chicago in about six weeks, using participations handled by name personalities. Spots expected to be expanded into other markets later. Agency: Presba, Fellers & Presba, Chicago. Account executive is **Francis Kerr.**

PETER HAND BREWERY Co., Chicago (Meister Brau Beer), extends its TV schedule for *Pantomime Quiz* from Chicago to Lansing, Grand Rapids and Rock Island this month. Agency: BBDO, Chicago.

Agency Appointments . . .

MARYLAND STATE FAIR Inc. (Laurel Race Track, Laurel, Md.) appoints Henry J. Kaufman & Assoc., Washington, as advertising counsel, with extensive plans for promoting spring meet throughout Middle Atlantic area. Radio and TV will be used.

FLEMING-HALL TOBACCO Co. (Sano, Encore and Sheffield cigarettes) appoints Weiss & Geller, N. Y., to handle advertising. **William H. Saul** is a account executive. Media plans are not completed.

HOUSEHOLD FINANCE CORP., Chicago, appoints Needham, Louis & Brorby Inc., same city, to handle advertising for company and subsidiaries.

DEMPSTER FURNITURE Co., Sikeston, Mo., appoints The Harold Kirsch Co., St. Louis, to handle advertising and merchandising. Radio will be used.

BERNHARD ALTMANN Corp., N. Y. (House of Cashmere sweaters and argyle socks), names Byrde, Richard & Pound Adv. Agency, N. Y., to handle advertising. Media plans being set for fall campaign.

PENNSYLVANIA WINE Co. (distributor of Sylvania "Peerless" California wines) names Gray & Rogers, Phila., to handle advertising.

DEPT. OF FINANCE OF PUERTO RICO appoints Publicidad Badillo, San Juan, to handle advertising of its Income Tax Bureau. MYRURGIA, S. A. (Barcelona, Spain) appoints same agency to handle advertising of its cosmetics and perfumes in Puerto Rico.

Adpeople . . .

JOHN I. EDWARDS, radio-television program director ABC Western Division, to Maier Brewing Co., L. A., as advertising manager.

NAT KALECH, western regional sales manager, Tintair (Bymart Corp.) named general manager.

"Our disc jockeys have greatly increased their

WISH
INDIANAPOLIS

Ask The
Bolling Company

What is meant by the slogan—

"The stations that never outpromise . . . but always outperform"

WISH	Indianapolis	• ABC
WHOT	South Bend	• ABC
WANE	Fort Wayne	• CBS
WHBU	Anderson	• ABC—CBS

OWNED AND OPERATED BY
UNIVERSAL BROADCASTING CO., INC.

Open Mike

(Continued from page 12)

on in the radio industry, you should know that FM's battle for equal and fair treatment has been going on a long time, and that the struggle of FM stations has nothing at all to do with the manner in which these stations are financed.

We are not, as you neatly imply, asking Congress to investigate the reasons for our own failure. We do not think we are failing. And since you place a virtue on "the principles upon which the U. S. broadcasting system was built," by which I presume you mean commercial radio, WCFM is entirely commercial. We sell stock to the public. If this is what you mean by financing ourselves through public subscription, you ought to include a great section of American industry which procures capital by issuing stock. We support ourselves, you'll be pleased to know, by the usual methods of selling time and services.

But even if your statements were true, which they are not, the question is not how WCFM is financed but what to do to insure fair play for the FM industry. The resolution passed by our stockholders, which you correctly reported on page 42 of the same issue, states the case plainly. It calls for a Congressional investigation of the apparent attempt on the part of many radio set manufacturers to scuttle FM. Your editorial muddies the issue. Worse, it resorts to sophistry —a popular pastime these days in discrediting those with whom you disagree. Broadcasters who have invested in FM will not be taken in by such arguments.

George A. Bernstein
General Manager
WCFM (FM) Washington

[EDITOR'S NOTE: This journal stands on its record of unequaled coverage of the continuing story of FM development. If, as Mr. Bernstein says, WCFM supports itself by the usual methods of selling time and services, it would seem unnecessary for a "Listener Committee for Better Radio" to be engaged in a public fund-raising drive to pay for a proposed series of Sunday afternoon BBC programs to be broadcast on WCFM [BROADCASTING • TELECASTING, Feb. 19.]

* * *

ARBI Report Value

EDITOR:

. . . Your report of the ARBI tests in Washington should be of tremendous value to all radio stations.

We should greatly appreciate . . . reprints of the "Radio Power Tops Papers in D.C." tests from the issue of Feb. 26. . . .

Maxson I. Bevans
Manager
KDZA Pueblo, Col.

* * *

Real Testimonial

EDITOR:

I'm Kuhnel Vic Sholis, who farms a little AM-TV acre called WHAS here in the bayous of Kentuckiana. For some time I've been suffering from nausea and vapors over the copy that advertising media have been accepting from Hadacol. Instead of curing a sour stomach, it gave me one. Then I took two pages of Ed James' piece in an economy size issue of BROADCASTING • TELECASTING. Some of my aches and pains disappeared, and I sure want to recommend that product to others who feel irritated and nervous about our industry. I feel better now, and my youngest boy is only six months old.

This is an unsolicited testimonial.

Victor A. Sholis
V. P. and Director
WHAS Inc., Louisville

* * *

Mit Schnapps?

EDITOR:

Apparently BROADCASTING • TELECASTING is read by a few people because we are getting letters about the right spelling of "hassenpfeffer." It was correctly spelled in your first proof and misspelled in your second which ran without correction.

Jerome Sill
General Manager
WMIL Milwaukee

[EDITOR'S NOTE: A non-Teutonic proofreader who let the error slip by in a WMIL advertisement March 5 has been advised that the "p" is as important to "hassenpfeffer" as the rabbit to the delectable dish the word describes.]

* * *

'Voice' Staff

EDITOR:

A word of appreciation for your timely editorial, "Voice Or Babel!" [BROADCASTING • TELECASTING Feb. 26].

A staff of 13,000 on the [Voice of America] payroll by 1952 is no assurance of attaining the objectives of service, nor is it likely to contribute toward the maintenance of an ultimate service in keeping with the American concept of radio broadcasting. Bureaucracy thrives upon its fat, rather than muscle, and in all probability such growth would only strengthen the resolution of those who would perpetuate a system of government operated radio, both here and abroad!

Rex Howell
President
KFXJ Grand Junction, Co.

* * *

'Meaty Article'

EDITOR:

. . . Your meaty article, "Radio Power," in the Jan. 26 issue of BROADCASTING • TELECASTING . . . a splendid example of a solid story to the retailer that radio can tell and should be telling constantly. Both retailers and radio are missing a bet where advertising appropriations are set up so lop-sided in favor of the one medium—when it has repeatedly been proved that a more equitable combination of media will do the better job. . .

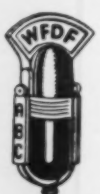
Kermit L. Richardson
Commercial Mgr.
KGHI Little Rock, Ark.

GM
GENERAL MOTORS

SELL in a BLUE CHIP MARKET!

THE LARGEST G.M. PLANT CITY . . . FLINT

With wages 32% above the national average, Flint folks employed by Buick, Fisher Body, A.C. Spark Plug and Chevrolet (and there are more G.M. employees in Flint than in any other city in the nation) help spend over $25,000,000 every month in the Flint market. They form the nucleus of a "Blue Chip" prospect list for YOU! Be sure they hear YOUR sales message! Tell it over Flint's first station . . . WFDF*!



910 KC

WFDF
FLINT MICH.

AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

Sell where the money is FLINT!

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

HELP WANTED

Busy industrial Cleveland is on the job! A new high in employment was reached recently with 606,500 on Greater Cleveland's industrial pay roll. With industry at work, more help is needed and WGAR serves by recruiting employees. More people at work means more dollars put to work buying your products and services. When it's help wanted . . . personnel or sales-wise . . . let WGAR do a job for you!

CIVIC ADVISORY COUNCIL

WGAR has formed a Civic Advisory Council consisting of citizens from the fields of business, labor, government, religion and education. This group meets regularly with WGAR department heads to exchange views on how WGAR can best serve the broadcasting needs of its area. This enables WGAR to better support worthy projects with its time and talents.

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

A WGAR ADVERTISER

Northern Ohio's largest appliance dealer, Strong, Carlisle & Hammond Co., advertises on Northern Ohio's Most Listened To Station! General Manager of the Philco Division, Mr. Homer G. Frank (center), has been with the firm for 20 years. Mr. Paul W. Buchholz (right) is advertising manager. Mr. Samuel Abrams (left) is president of Ohio Advertising Agency, Inc.

AWARD WINNER

Americans who make outstanding contributions to a better understanding of freedom by what they write, do or say, receive the Annual Freedom Foundation's awards. Ralph Worden (right), an award winner for his "Hometown, Ohio" series, interviews Mr. E. T. Broderick (left), editor of the Lake County News Herald of Willoughby, Ohio. "Hometown, Ohio" highlights unusual features and interesting personalities of communities in Northern Ohio. It is available for sponsorship.

WGAR *Cleveland*
50,000 WATTS . . . **CBS**

RADIO . . . AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by
Edward Petry & Company

GOT A SPONSOR BROADCASTING TO POST (Ky.)?

Look at *Standard Rate* and you'll *See* stations *Broadcasting* to *Post* (Ky.). But not WAVE—'tis *True* that we don't *Go* there at all. Even on *Saturday Evenings*, *Post* is too far across *Field & Stream* for us. . . .

Our *Flair* for programming is best known in the *Town & Country* comprising the great Louisville Trading Area. Here we have the *Time* of our *Life* producing spots and *Sponsor*(ing) shows for 315,000 *American Homes*.

Take the *Cue!* Ask Free & Peters! We'll be glad to send the facts to put a *Fortune* in your *Future!*

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

Milestones

► KWK St. Louis, *Globe-Democrat* station, held dual celebration March 17—its 24th anniversary and St. Patrick's Day. Founded by Thomas Patrick Convey, with studios in the Hotel Chase, station has been in Globe-Democrat Tower Bldg. since 1949. Growth of station since 1927 under presidency of Robert T. Convey, son of KWK founder, was stressed on 24th anniversary, which found studios decked in green for general holiday atmosphere.

* * *

► William F. Malo, commercial manager at WDRC Hartford, is observing his 21st anniversary with that station this month. . . . Charles Parker, WDRC control room operator, is marking his seventh anniversary there.

* * *

► Kraft Foods Co. celebrated sponsorship of *Kraft Television Theatre* March 7 with telecast of 200th dramatic performance, "Delicate Tory" starring Felecia Montealegre, Nelson Olmsted and John Erickson. Program is aired Wednesday, 9-10 p.m.

* * *

► Lester H. Bowman, director of technical operations for CBS Hollywood, is completing 22 years service with the network this month.

* * *

► Tomorrow (Tuesday) *The Johns Hopkins Science Review*, weekly telecast of current developments in science, will begin its fourth year. Program originates at WAAM (TV) Baltimore each Tuesday and is carried as far west as Chicago by the DuMont network.

* * *

► KRNT Des Moines on March 11 marked the anniversary of what it believes may be the oldest local radio program on the air with the same sponsor. The program, *Uncle Dan Reads the Funnies*, is sponsored by the Colonial Baking Co. It was originated in 1933 by Art Smith, the original "Uncle Dan," who now is news director of WNAX Yankton - Sioux City. Current "Uncle Dan" is Carter Reynolds.

* * *

► France Laux, sportscaster for KXOK St. Louis, celebrated his 21st anniversary in St. Louis radio March 5. He started at KMOX as sportscaster and chief announcer, and has aired all types of sports, including nine World Series and nine All-Star baseball contests.

* * *

► One of the oldest regular programs on any Canadian station is *Club Broadcast*, Sunday, 10-10:30 a.m., which is celebrating its 28th anniversary on CFCO Chatham.

CKDM are call letters of new 250 w station on 1230 kc at Dauphin, Man.

WARM wishes are extended to Frank C. Shroeder Jr. (l), vice president and general manager of WDZ Decatur, Ill., by Mayor James Hedrick, on the occasion of the station's 30th anniversary. In recognition of the event March 17, WDZ carried news, farm, sports and musical programs contrasting 1951 with 1921. Station was founded at Tuscola as a "grain information medium" for Central Illinois and still serves that community with an auxiliary studio. It switched facilities to Decatur in October 1949 and later moved to new studios in the heart of the city.

HOUSE BUILT
DJ Leads City Project

FLAMES which destroyed the house of Mr. and Mrs. John Paul Jones, of Jacksonville, Fla., and snuffed out the lives of their two babies, also kindled fires of compassion in fellow Jacksonville residents.

Mr. Chapeau

These fires of compassion were fanned by Ted Chapeau, WMBR Jacksonville, who, on his morning disc jockey show quietly suggested that the city make it a community project to provide a new home for Mr. and Mrs. Jones.

Fifteen minutes after Mr. Chapeau made the suggestion, all necessary labor had been volunteered and an architect made available a set of plans. Even landscaping companies came through.

Construction began early March 10 and by nightfall March 11, Mrs. Jones had completed her first household chore of sweeping out carpenters' shavings.

Jacksonville residents, who appreciated the opportunity to do something for the Joneses, doffed their chapeaus to Ted Chapeau.

WMBR likes to refer to the "House that Jax Built," and suggests that if a visitor should ever want to visit the home, just turn to the right—on Chapeau Drive.

NOW FOR THE FIRST TIME IN TV—
1kw AT 900 mc

PLUS
CERAMIC
CONSTRUCTION

GL-6019

See this great new G-E power tetrode at the I.R.E. Show in New York, March 19 to 22. Or wire or write for descriptive folder ETD-152. *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

189-K3

IT'S EASY, WHEN YOU KNOW HOW!

BULOVA WRIST WATCHES WITH SPEIDEL BANDS, at $37.95 each

TOTAL ORDERS	**589**
TOTAL SALES	**$22,352.55**
TOTAL COST OF STATION TIME	**$145.00**
COST PER ORDER	**$.247**

THE chart shows the amazing results 5 five-minute programs on KWKH recently scored for a St. Louis jewelry store. *25 minutes of early-morning Class C time produced over $22,000 of orders, at a sales cost of less than 7/10 of 1%!*

Hoopers and BMB figures tell you why KWKH can come up with sales stories like this. Year after year KWKH consistently gets top Shreveport Hoopers—far out-running the nearest competition, Morning, Afternoon and Night! And for every *one* radio family in Shreveport, KWKH gets *nine* BMB families in 87 Louisiana, Arkansas and Texas counties. *75% of these 303,230 families are "average daily listeners" to KWKH!*

What other facts and figures would you like? Write direct or ask The Branham Company.

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas

50,000 Watts · CBS ·

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 40, No. 12 WASHINGTON, D. C., MARCH 19, 1951 $7.00 A YEAR—25c A COPY

ANA: ROUND TWO

Trys Comeback on Radio Rate Reductions

By RUFUS CRATER

THE ASSN. of National Advertisers hauled up its artillery last week for a second blast at radio rates, unveiling a new study which purports to show television has cut evening radio time values up to 60% in some cities.

Big gun of the campaign is an analysis prepared by the ANA Radio and Television Committee entitled "Radio Time Values, Supplement I," which brings forward to April 1, 1951, the estimates contained in the original, highly controversial, and at least temporarily ill-fated study brought out last summer [BROADCASTING • TELECASTING, July 31, 24, 1950].

The new study, released last week, says in effect that events since issuance of the first study have more than borne out the ANA contention that TV is undermining evening radio time values both on full networks and on individual radio stations in TV cities.

Distributing Study

Copies of the study are being sent to the four major networks, NAB, BAB and National Assn. of Radio and Television Station Representatives, as well as to ANA members.

Employing the same formula used in last summer's report as a gauge to TV's effect on radio values, and using NBC and CBS as examples, the report says:

"For the individual stations affected by TV competition, radio time values show declines, when measured in this way, that run as high as 60%. For the two full radio networks, including the stations in non-TV cities, the reduction in time values attributable to the inroads of TV amounts to 19.2% in the case of NBC, and 19.4% in the case of CBS."

By comparison, the earlier study had estimated that the full networks' respective time values had been reduced 14.9% each because of television.

Like last summer's, the new study presents estimated nighttime radio rate reductions for NBC and CBS radio affiliates in some 53 TV markets each. These estimated cuts range from 5 to 60%. Only one station, WSM Nashville, is given no cutback under the formula.

The study covers the period October-November 1949 to October-November 1950. It was prepared under the direction of George Duram, media director of Lever Bros., as chairman of the ANA Radio and Television Committee.

Using data from both A. C. Nielsen Co. and C. E. Hooper Inc., but making clear that the ANA committee's conclusions do not necessarily represent the views of these or other cooperating organizations, the study comes to these basic conclusions:

● Average ratings for CBS and NBC sponsored evening radio programs occupying the same time spots during the interval October-November 1949 to the same period of 1950 showed "significant and continued declines."

● At the same time "the cost per thousand homes reached by these programs increased 24.6% for CBS and 27.7% for NBC," as against 21% for CBS and 18.4% for NBC in the original report covering March - April 1949 to March-April 1950.

● Radio listening in TV homes "has stood up well as compared with listening in radio-only homes" in morning hours, but "has suffered progressively in the face of television competition during the course of the afternoon, and still approaches elimination during the evening hours."

● In TV cities surveyed by C. E. Hooper Inc., television's share of the total radio-TV evening audience "continued to increase sharply between April-May and November - December 1950, to a point in excess of 70% in one city" (Philadelphia, 70.5%).

The new study, coming on the heels of a CBS research project showing radio still reaches more people per dollar than any other medium [BROADCASTING • TELECASTING, March 12], does not mention the relative effectiveness or the costs of other media. It is slated to reach the ANA spotlight in a closed session—and perhaps other sessions—at the ANA spring meeting March 28-30 at Hot Springs, Va.

The report specifies, perhaps in deference to anti-trust laws, that "no trade group should attempt to dictate to the radio stations and neworks a formula for pricing radio time."

"However," it continues, "it is only appropriate that advertisers, in making plans for the effective marshalling of their advertising

(Continued on page 72)

RADIO SET PRODUCTION UP

Tops '50

By J. FRANK BEATTY

PRODUCTION of radio sets, on the upgrade for two years, continues to show a heavy increase, according to Radio-Television Mfrs. Assn.

The rate of increase promises to go higher as manufacturers find a steadily rising demand for radio sets. At the same time a number of individual TV makers find demand slowing up — with television dealers starting to resort to cut-price devices — after turning out TV sets at a record pace.

Both AM and AM-FM radio receivers, particularly in the table models, are in short supply in some areas.

This has caused some factories to concede they missed the boat in 1950, and this year as well, by failing to make more AM and AM-FM receivers. Accordingly some of them are showing revived interest in the radio market, though the unit price and the profit aren't as attractive as in the TV field.

Here is the radio set (AM and AM-FM) situation thus far this year:

1,203,591 radio sets turned out in January 1951, compared to 934,-

(Continued on page 73)

* * * * * *

FM RECEIVER problems were discussed by station-manufacturer group last Tuesday. Seated (l to r): Leonard Marks, attorney; Lewis M. Clement, John W. Craig, Crosley Division; Ben Strouse, WWDC-FM Washington; E. H. Vogel, General Electric Co.; Frank U. Fletcher, WARL-FM Arlington, Va. Back row, K. A. Chittick, RCA Victor; Edward Sellers, NAB; A. J. Rosebraugh, Philco Corp.; Everett L. Dillard, WASH (FM) Washington; Harold Hirschmann, WABF (FM) New York; M. S. Novik, consultant; James D. Secrest, Edward K. Wheeler, RTMA; Josh Horne, WFMA (FM) Rocky Mount, N. C.; Hugh Boyer, Zenith Radio Corp.; Henry W. Slavick, WMCF (FM) Memphis; Raymond Green, WFLN (FM) Philadelphia; Joseph Martin, WDSC Dillan, S. C. (guest).

ABC RAID

Makes Bid For NBC Afternoon Strips

By BRUCE ROBERTSON

NO HEROINE of a daytime radio serial ever was more beset with troubles than those NBC found itself confronted with last week. Fully occupied with trying to beat back the ANA assault on nighttime radio rate structure, NBC was suddenly confronted with a surprise raid on its major afternoon accounts, it was learned last week. And—unkindest cut of all—this new attack came from another network and a supposed ally, ABC.

Five leading advertisers, currently sponsoring 12 quarter-hour and one half-hour five-a-week afternoon programs on NBC, and their agencies reportedly received ABC's written offer of a 45% discount on one-fourth of the full-hour one-time rate if they would transfer these shows to ABC for broadcast in the hours between 1 p.m. and 6 p.m. Furthermore, ABC offered to contribute $1,000 per program per week toward the program cost of these daytime serials.

If the offers are all accepted—and it was learned that they are receiving respectful attention — NBC would lose 13 afternoon serials which now solidly fill the NBC schedule from 2:30 to 6 p.m.

Advertisers approached by ABC with its new afternoon proposal were said to include:

Procter & Gamble Co., now sponsoring five afternoon quarter-hour, across-the-board serials on NBC—*Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right to Happiness* and *Lorenzo Jones*. Agencies placing these P&G programs include: Benton & Bowles, Compton Adv., Dancer-Fitzgerald-Sample and Pedlar & Ryan.

General Foods Corp., now sponsoring *When A Girl Marries* and *Portia Faces Life* on NBC. Benton & Bowles and Young & Rubicam are the General Foods agencies for these programs.

General Mills, now sponsoring *Live Like A Millionaire* for a daily half-hour on NBC, placed through Knox-Reeves Adv.

Sterling Shows

Sterling Drug Inc., now sponsoring *Backstage Wife, Stella Dallas*, and *Young Widder Brown*, all quarter-hour strips on NBC, all placed through Dancer - Fitzgerald - Sample.

Whitehall Pharmacal Co. (Div. of American Home Products Corp.), now sponsoring *Just Plain Bill* and *Front Page Farrell*, each a 15-minute serial drama on NBC. John F. Murray Adv. Agency places this business.

ABC's offer mentioned all five advertisers and is believed to be available only on a block basis and if accepted by most, if not all, of these accounts.

Ernest Lee Jahncke Jr., ABC vice president in charge of radio, confirmed that the offer had been made. Mr. Jahncke emphasized that the time rate offered by ABC was a standard one and was on the network's rate card. He would not discuss the proposal for ABC to absorb part of the program cost.

Mr. Jahncke denied that the offer would alter ABC's basic rate structure.

Although official comments were lacking, off-the-record comments of NBC executives were couched in vigorous if unquotable language. Desulphurized, they showed a general feeling that ABC's success in this raid would inevitably lead to a general breakdown in daytime radio rates.

Any break in daytime rates also would certainly bring about a comparable if not greater decline in evening rates for radio, these executives believed. They pointed out that the ANA campaign for radio rate reductions in the evening hours when competition from television is strongest had been resisted with difficulty last summer and that the renewed ANA recommendations for even stronger rate cuts than originally proposed would almost certainly succeed if daytime rates were to be cut first.

LIBERTY PLANS

Chicago Group Hears

LIBERTY BROADCASTING System solicited Chicago-area membership Monday night as managers of four stations met informally to hear an outline of its programming. Stations represented were WJOL Joliet, WNMP Evanston, WOPA Oak Park and WWCA Gary.

Among topics discussed were Liberty's plans, beginning next month, to add Commentators William L. Shirer and Joseph C. Harsh, each handling a quarter-hour show daily.

Proposed affiliation would cost each of the stations $400 monthly on a firm one-year contract, it was reported. The network is understood to be planning a sales organization which will sell network shows to national advertisers, time for which will be paid for by Liberty and pre-empted locally.

Mr. Shirer is author of *Berlin Diary*, and entered radio in 1945 after working as Paris editor and foreign correspondent for the *Chicago Tribune*. Mr. Harsh has been a CBS commentator seven years, and is a former writer for the *Christian Science Monitor*. Both reportedly will broadcast exclusively for Liberty.

Vice President H. B. Bumpas, who has been acting as manager of the Chicago office, has returned to Dallas headquarters. His replacement will be announced shortly.

BASEBALLCASTS

Reynolds Signs on MBS

BASEBALL broadcasting plans continued active last week on both the network and local levels.

R. J. Reynolds Tobacco Co., for Camel cigarettes, repurchased the five minutes immediately following each *Game of the Day* on MBS, Monday through Saturday, for its *Camel Scoreboard*. Purchase was negotiated through William Esty Co., New York.

The *Game of the Day* will be available again for local and regional cooperative sponsorship throughout the season, beginning April 16 [BROADCASTING • TELECASTING, March 12]. This year, for the first time, the network is offering a Sunday double-header on the basis of both live and tape broadcasts for daytime and/or evening programming.

In Oklahoma City, P. A. Sugg, manager of WKY-TV, announced the station had contracted to telecast 22 of the Oklahoma Indians' home games this season. Telecasts will be sponsored by the Southwest Radio & Equipment Co., Oklahoma City, and Oklahoma Philco Dealers.

F. J. Humphries, Indians' president, commented: "In my opinion, telecasting of the games will help boost attendance and will prove a great service to the public, baseball and TV fans alike."

Up New England-way, Cart Clements, sports director, WHAY New Britain, said broadcasts of the Red Sox Grapefruit League games began March 10. In keeping with its policy of expanding its sports coverage, WHAY this year will air both home and away games. Curt Gowdy, sportcaster, will handle the home games and travel with the team when it plays out-of-town contests.

Drawn for BROADCASTING • TELECASTING by Sid HIX

BERK APPOINTED

Joins Warwick & Legler

HARRY A. BERK, former president of Foote, Cone & Belding International Corp., joins Warwick & Legler, New York, as a partner, director and vice president. He will also serve as chairman of the agency's plans board.

During the war Mr. Berk was a colonel and was appointed to the White House staff as assistant to the personal representative of the President. Before his discharge he was a member of an economic mission of four which President Truman sent to China. In 1946 he joined Foote, Cone & Belding to organize the agency's overseas operation. He resigned in Europe in 1949.

'51 AIRLINE ADS

$2 Million For Radio-TV

NEARLY $2 million is earmarked for radio and television advertising in 1951 by scheduled U. S. airlines, according to the Air Transport Assn., Washington. Total ad budget will reportedly pass the $16 million mark.

In the past, airline radio time has been devoted mostly to spot announcements with an occasional TV show. This year, however, TWA has a regular radio program on NBC, *Mr. and Mrs. Blandings*.

Habitant Campaign

HABITANT SOUP Co., through Chambers & Wiswell, Boston [BROADCASTING • TELECASTING, March 12], is placing spot announcement and participation programs on the following stations: WSPD Toledo, WTOL Toledo, WXYZ Detroit, WMAQ Chicago, KSTP Minneapolis-St. Paul, WCPO Cincinnati, WNBC New York, WGY Schenectady, WAGE Syracuse, WFBL Syracuse, and has renewed on KMPC Los Angeles.

RADIO SILENCE?

Broadcasters To Attend 'Classified' Briefing

By JOHN OSBON

U. S. radio and television station licensees were summoned last week by the FCC to a secret emergency meeting in Washington March 26.

Although the entire project was classified (the FCC would not even admit that such a meeting had been called), it was learned authoritatively that the Commission would present broadcasters with a proposed plan for radio-TV operations during a war emergency.

It was believed the plan would attempt to resolve conflicting beliefs about radio-TV broadcasting during enemy attacks.

The view of the Air Defense Command is that there should be radio silence in certain instances to prevent homing of enemy planes and guided missiles on radio beams.

Civil defense officials, however, claim radio will be their chief means of giving vital information to the public at times of attack.

Although details of the plan which the FCC will present March 26 were within the realm of military secrecy, it can be reported that they involve substantial modification of equipment, permitting stations to remain on the air by the use of deception techniques such as frequency changes.

The March 26 meeting is without precedent. In all of World War II no government agency ever attempted to convene the entire broadcasting industry for a defense planning session, nor was there ever nationwide operational plan requiring broadcasters either to quit the air or resort to quick changes of frequency for deceptive purposes.

The plan has been submitted to the Air Defense Command, it was learned. The Commission called the meeting after conferences had been held between high officers of that Command and an official in the Office of the Secretary of Defense.

Authorities saw in the FCC decision a positive recognition of broadcasting's vital role as a principal avenue of information during attack, indeed the only means of communication with the public in case more vulnerable carriers such as wire were destroyed.

In its notification to broadcast licensees, FCC invited them to attend the highly-classified session to discuss proposed plans and problems dealing with the operation of stations during the period of imminent air attack. The Commission indicated that technical operations and methods of alerting the public would be discussed in detail.

The invitation was limited to two representatives from each station, presumably a top executive and chief engineer from each licensee operator of AM-FM-TV facilities, which number about 2,500. Admission will be by ticket, with licensees each tendered a card marked "restricted" and asked to return a form notifying the Commission of their intention to appear. It was understood that stations would be allowed representation by legal counsel if desired. According to plans, the session would be held in the Interdepartmental Auditorium adjacent to FCC headquarters.

Topics slated for discussion by FCC and industry representatives include:

● "Methods of deception" by which stations could operate without lending themselves as navigational aids to enemy aircraft.

● Results of tests conducted by the Commission, in conjunction with the Air Force, which will throw light on the broadcasters' participation in civil defense activities.

● Use of sub-audible or "coded" frequencies to alert civil defense personnel in threatened communities without notifying the public at once.

● Modification of existing broadcast facilities which would enable stations to remain on the air during imminent or actual attack, and role of designated monitor outlets.

● The monitoring role of FCC during an emergency.

It was learned exclusively by BROADCASTING • TELECASTING last Thursday that the question of whether—and what—broadcasting stations will remain on the air will hinge largely on modification of existing facilities, thus accommodating the "objectives and purposes" of the Defense Dept. plan.

One military official, who declined to be quoted by name, said stations would have to comply with this requirement "if they intend to

(Continued from page 62)

MATERIALS

Conservation Plans Set

CONSERVATION of strategic raw materials used in electronics production drew special attention from a top manufacturer and trade association last Wednesday.

RCA Victor Div. embarked on a vast campaign among its plants; offices and service groups to conserve critical materials and encourage maximum production of civilian goods, thus keeping workers employed until defense production orders start snowballing. Over 42,000 employes have joined in the drive with a slogan of "Save Materials—Save Jobs—Serve Your Country." Manufacturing, sales distributing and repair groups are participating.

Meanwhile, members of the National Electrical Mfrs. Assn., meeting in Chicago, were told that materials—more than markets, manpower, skill or plant capacity—hold the key to top national defense planning.

Col. Willard Chevalier, executive vice president, McGraw Hill Publishing Co., said that "our military requirements are heavily concentrated in electronic control equipment, vehicles and airplanes—the sort calculated to multiply our limited manpower by giving it the best of modern equipment." Control equipment, he added, costs as much as a whole tank during the last war.

Cutbacks in civilian goods will not prove as severe as some authorities have indicated, he declared, on the premise that requirement figures are generally far in excess of available supplies. Orders forbidding the "frivolous" use of copper, steel and other metals "will make more material available" for useful and necessary consumer consumption, Col. Chevalier asserted.

ALLOCATION PLAN

Expected This Week

By LARRY CHRISTOPHER

FCC's revised TV allocation proposal may be issued this Thursday or Friday—perhaps sooner.

To a number of cities—in view of reports the Commission may at least partially unfreeze the UHF band if no objections are received [BROADCASTING • TELECASTING, March 12]—it could mean that television service might be just around the corner.

How quickly the corner might be turned would depend upon the enthusiasm of applicants, the promptness of FCC processing (including comparative hearings if required) and the aid of reportedly sales-eager equipment and set manufacturers (see story, page 57). Add to this the defense situation.

The proposed allocation revision may well preview the beginning of the long-foreseen, unprecedented expansion and revolution of the communication media within the U.S.—the challenge of that ever nearer "tomorrow" for all broadcasters, aural and visual.

The report is expected to issue later this week if the Commission has been able to meet earlier to give the proposal a last review and approval.

But should additional modifications be ordered—and they can, just as they repeatedly have during the past fortnight—the report may be delayed until next week or so.

Because of the major revisions which have been made, FCC is expected to request formal comments, and replies thereto. These would have to be filed within about 30 days and it would mean several more weeks would ensue before the Commission could commence its hearing on the city-by-city allocation proposals which are a part of the revised report. This hearing in turn may take as much as two months to complete and is expected to be one of the liveliest sessions yet held in view of the extensive witness roster [BROADCASTING • TELECASTING, March 5].

FCC Can Review

After this final-phase hearing, FCC can then review its proposals along with the comments of industry and others and work out the final allocation plan. No real overall lifting of the freeze and resumption of normal processing procedures can occur until then.

At this writing, the significant aspects of FCC's revised proposal appear to include:

● Complete revision of the city-by-city allocation table, including both VHF and UHF.

● Full allocation of the UHF (some 65 channels from about 500 to 890 mc) instead of the previously proposed partial allocation (42 channels). These augment the 12 VHF channels which are in use.

● Relatively prompt unfreezing of the UHF band, perhaps even before conclusion of the city-by-city allocation-proposal hearing and final decision, depending on the number and nature of comments opposing specific allocation proposals.

● Unfreezing might be possible in specific areas where no opposition to the allocation has been filed and the overall allocation effect would not be negative. But chances for this are slim.

● Some VHF unfreezing may follow in certain areas like Hawaii, Alaska and Puerto Rico, although it's doubted any similar spot thaw within the U.S. would be consistent with the overall allocation policy and planning.

● Even after any general UHF or spot UHF-VHF unfreezing, applications would be subject to normal processing procedure—including comparative hearing—before actual grants could be made.

● Education probably will get allocation reservations in the UHF, and possibly the VHF, but it won't

(Continued on page 68)

Did He Invent Radio?

Mr. Stubblefield receiving wireless telephone messages near Philadelphia in May 1902.

* * *

TWENTY-THREE years ago this month a 68-year-old hermit was found dead in a dilapidated shack in Calloway County, Ky. Was he the inventor of radio?

L. J. Hortin, associate professor, School of Journalism, Ohio U., thinks he may have been. Mr. Hortin, one-time reporter for the St. Louis *Post-Dispatch* and Associated Press, has assembled painstaking research that indicates Nathan B. Stubblefield, who died in poverty and obscurity, may have been the first actually to transmit a voice and music without wires.

By L. J. HORTIN

'WAY DOWN in the tip of Kentucky you'll hear on your radio every hour or so: "This is Station WNBS Murray, Ky., Birthplace of Radio."

If you're a stranger in those parts, you'll smile indulgently and reflect that it's probably a tall tale told by an over-bourbonized Kentuckian.

If you're a scientist, you'll ask: "What about Marconi, DeForest, Fessenden, Preece, Poulsen, Fleming, and all the others?"

Old-timers down in Western Kentucky will answer you about like this: "Oh, we've heard about some of them. Of course, they deserve a lot of credit. But, stranger, we *heard* Nathan B. Stubblefield talk to us in Murray by wireless as early as 1892—a long time before we heard about these other fellows."

The "NBS" in Murray's call letters WNBS are the initials of Nathan B. Stubblefield, whom they credit with the invention of radio-telephony.

Mr. Stubblefield was born in Murray, Ky., in 1860, the son of Atty. and Mrs. William Jefferson Stubblefield.

In his teens, he read and studied everything available on the new science of electricity. When Alexander Graham Bell phoned Tom Watson on March 10, 1876, "Come here, Watson; I want you," Mr. Stubblefield was experimenting with "vibrating" communication devices and other "queer contraptions."

The *Murray Weekly News* carried this news item on March 10, 1887: "Charley Hamlin has his telephone in fine working order from his store to his home. It is the Nathan Stubblefield patent and it was the best I have ever talked through."

Mr. Stubblefield's vibrating telephone was patented Feb. 21, 1888—Patent No. 378,183. His "acoustic-telephone" was a local success. About 1890 he developed a "Bell telegraph."

Scientists had known for a long time, of course, that electricity could jump across gaps of intervening space. But just when or how this young Kentucky inventor made the first private discovery of the ability to transmit sounds by wireless will perhaps never be known. Evidence points to the period of 1890-1892.

He did tell a *St. Louis Post-Dispatch* reporter in January 1902: "I have been working for this 10 or 12 years, long before I heard of Marconi's efforts or the efforts of others to solve the problem of transmission of messages through space without wires. . . . This solution is not the result of an inspiration or the work of a minute. It is the climax of years."

First Tests Without Ground Wires

Mr. Stubblefield's first crude experiments "were made without ground wires." He said the messages were first sent "by means of a cumbersome and incomplete machine through a brick wall and several other walls of lath and plaster without wires of any description." He called his first machine the "wireless telephone" as the word "radio" or "radio-telephony" was not then in use.

But what about Marconi? Mr. Stubblefield's proponents have a rather simple answer. In the first place, in 1890 Marconi was only 15 years of age, since he was born April 17, 1875. Mr. Stubblefield was 30 and had read and studied practically all books and magazines available on the subject.

In the second place, *telegraphy* is different from *telephony*. Hence wireless telegraphy and wireless telephony are different inventions. Telephony has to do with transmission of *sound*, while telegraphy does not. The radio of today is understood primarily to refer to the transmission and reception of sound.

In a book copyrighted by Trumbull White in 1902, entitled *Our Wonderful Progress*, there are separate articles on Messrs. Marconi and Stubblefield. This book gives the date of Marconi's success in wireless telegraphy (not telephony) as 1899, but adds: "He (Marconi) had not reached his majority when the idea of telegraphy without wires began to interest him and he decided upon it as his special field of labor. . . ." He would have reached his "majority" in 1896; hence he probably, according to this book, started working on it about 1895.

In this same book (a copy is on file in the Library of Congress) is an article on "Telephoning Without Wires." The article says flatly (p. 297): "The inventor is Nathan Stubblefield."

Several close friends of Mr. Stub-

(Continued on page 92)

* * *

The Stubblefield home in Murray, Ky., where the inventor made his early experiments in radio-telephony, burned in 1913, but is commemorated by a marker on the campus of Murray College. In the left photo, the family pose outside the home with some of his equipment. Right photo gives a view of the interior of the house, with Mr. Stubblefield and his son Bernard standing beside the invention.

AMONG those attending the annual directors meeting of the Advertising Council in New York fortnight ago [BROADCASTING • TELECASTING, March 12] were these radio executives (l to r): Frank White, MBS president; Mark Woods, ABC vice chairman; Paul W. Morency, vice president and general manager, WTIC Hartford, Conn., and Ralph W. Hardy, NAB director of government relations.

AFM-NETWORK PEACE

Agreement Reached

By PETE DICKENSON

JAMES C. PETRILLO, AFM president, last week reached an agreement with radio and television networks on terms less drastic than those demanded by two powerful and strike-minded locals but still severe enough to represent substantial union gains.

In addition to obtaining general salary scale increases, Mr. Petrillo was able for the first time to establish in the broadcasting industry the principle of employer contributions to the AFM music performance fund.

Phonograph record manufacturers have paid millions of dollars to the fund in recent years since they acceded to Mr. Petrillo's demands, following 20 months of AFM boycott against them. Recently Mr. Petrillo was able to reach similar agreements with several independent producers of television film.

Last week's agreement, however, was the first penetration of the broadcasting industry by the royalty principle.

The new agreement obliges networks to pay the fund 5% of the gross revenue from sales of television films.

Musicians Get Increase

The union won a 15% wage increase for staff musicians, with two weeks vacation with pay.

The increases will bring salaries of staff musicians in New York to $220.17 for a 25-hour week and to $132.25 in Los Angeles, according to unofficial estimates.

It also won wage scale parity in radio and television. Formerly, television musicians received 95% of the radio scale.

A wage increase for arrangers, orchestrators, composers and copyists is to be distributed by a subcommittee of network and Los Angeles AFM local representatives so that its over-all cost will not exceed 15%.

The contract will cover three years and is retroactive to last Feb. 1. Only 10% of the wage increases will become effective immediately, the remaining 5% being subject to approval by the Wage Stabilization Board.

The union was defeated on one demand by New York Local 802 for a prohibition of the use of transcribed or recorded music on network stations between 8 a.m. and midnight.

"If I could have called a strike and won it, I'd have called it," Mr. Petrillo candidly admitted last week after reiterating his long-standing antipathy to "canned music."

"Records," he added, "are probably here to stay."

In reaching his agreement with the networks, Mr. Petrillo overrode strike votes by both New York and Los Angeles locals. They had voted to walk out Wednesday night. The Petrillo settlement was reached that morning.

Petrillo Makes Announcement

It was announced by Mr. Petrillo Wednesday at a news conference at which the AFM chief was flanked by Frank Stanton, CBS president; Robert E. Kintner, ABC president; Joseph McConnell, NBC president; Mark Woods, board vice chairman of ABC, and Theodore C. Streibert, president of WOR New York, MBS outlet there.

The AFM chief said strike action in New York and Los Angeles could not have been localized. As a consequence it had been vetoed for fear it would jeopardize musicians' interests throughout the country. Efforts to "pipe" music into the struck areas would have necessitated extension of the strikes into ever-larger areas of the country, not only among radio-TV musicians but among those in theatres and night clubs.

Queried as to his relations with New York Local 802, which was rumored to be dissatisfied with Mr. Petrillo's predominance in AFM affairs, the latter said, "From my standpoint, they're good." Pressed further, he said that he and the local were "far from any break in relations."

DuMont network, which was not a party to the settlement, sent representatives to the first few meetings and then dropped out, he said. Negotiations with DuMont would be handled by Local 802.

Both a union and a network version of the terms of the settle-

(Continued on page 40)

MARCH SIGNINGS

Networks Gain 15, Lose 12

By GRETCHEN GROFF

FOUR RADIO networks gained a total of 15 new and renewed contracts during the mid-March contract negotiations with advertisers, to counterbalance the 12 program sponsors they lost, according to a survey by BROADCASTING • TELECASTING last week.

CBS accounted for the most activity among the networks by lining up one new program and six renewals, but dropping a total of five shows. The *Philip Morris Playhouse*, which started March 15, was purchased by Philip Morris Co., Thursday, 10-10:30 p.m., and reportedly brought $750,000 in gross billing to the network.

Renewals included: Procter & Gamble, for *Perry Mason*, Monday-Friday, 2:15-2:30 p.m., through Benton & Bowles Inc., New York; General Foods, for *The Second Mrs. Burton*, Monday-Friday, 2-2:15 p.m., 52 weeks, through Young & Rubicam Inc., New York; Lever Bros., *Talent Scouts*, Monday, 8:30-9 p.m., for 40 weeks through Young & Rubicam Inc., New York; Sterling Drug Co., for *Sing It Again*, Saturday, 10:30-11 p.m. segment, for 52 weeks; Carter Products, for *Sing It Again*, Saturday, 10-10:15 p.m. segment, through SSC&B, New York, for 52 weeks, and Colgate-Palmolive-Peet Co., for *Strike It Rich*, 52 weeks, Monday - Friday, 4:30-5 p.m., through William Esty Co., New York, beginning April 2.

Cancellations

Cancellations on CBS were: Chamberlain Sales Corp., of *Eric Sevareid and the News*, Sunday, 5:45-6 p.m., effective April 1, through BBDO, New York; Bymart Inc., (Tintair) for *Frank Sinatra*, Sunday, 5-5:15 p.m., effective March 18, through Cecil & Presbrey Inc., New York; Pan-American Southern Corp., Edward R. Murrow, Monday-Friday, 7:45-8 p.m., over 15 CBS southwest stations, through Fitzgerald Adv., New York; General Foods, for *My Favorite Husband*, Saturday, 9:30-10 p.m., effective March 31, through Young & Rubicam Inc., New York; and the Carnation Co., for *Family Party*, Saturday, 10-10:30 p.m., effective March 24, through Erwin, Wasey & Co., New York.

Network was reported on the verge of concluding negotiations with the Chevrolet Div. of General Motors to sponsor its *Hear It Now* documentary program, 10-11 p.m., Friday.

ABC Changes

ABC revealed the sale of one new Monday-Friday, news program: one renewal, and five cancellations during the last several weeks. Serutan Inc., through Roy S. Durstine Inc., New York, added 10 minutes daily to its 12:25-12:30 Monday-Friday news program featuring Edwin C. Hill for sponsorship of Don Gardner, 12:20-12:30 p.m., effective April 23.

Firm however is dropping its John Kennedy news program, 2:30-2:35 p.m., Monday-Friday, effective April 20. Equitable Life Assurance Society renewed *This Is Your FBI*, 8:30-9 p.m., Friday, for 52 weeks.

Other cancellations included: Miller's High Life Beer, of *The Lawrence Welk Show*, Wednesday, 10-10:30 p.m., effective March 28, through Mathisson & Assoc., Milwaukee; Texas Co. of *The Metropolitan Opera*, Saturday, 2-5:15 p.m., effective March 17 (with the closing of the Metropolitan's season); Botany Mills of the *Botany Song Shop*, 10-10:15 p.m., Sunday, through Silverstein-Goldsmith Inc., New York; Pacific Coast Borax Co. of *The Sheriff*, Friday, 9:30-9:55 p.m., through McCann-Erickson, New York.

NBC reported gain of one new show, three renewals and one cancellation. The National Dairy Assn., effective April 1, will sponsor a news show, 3:30-3:45 p.m., Sunday, filling in 15 minutes of the recently cancelled Miles Labs show, *The Quiz Kids*. General Mills renewed *When a Girl Marries*, Monday-Friday, 5-5:15 p.m., effective March 26, through Benton & Bowles, New York; Miles Labs, *One Man's Family*, 7:45-8 p.m., Monday - Friday, through Wade Adv., for 52 weeks; *News of the World*, 7:30-7:45 p.m., Monday-Friday, through Wade Adv., New York, effective in April for 52 weeks.

MBS Adds Two

MBS signed two new sponsors and one renewal and lost one program. The Vitamin Corp. of America (Rybutol) purchased the Gabriel Heatter, Thursday, 7:30-7:45 p.m. program, through Harry Cohen Adv., New York, effective March 29. R. J. Reynolds Tobacco Co., purchased *Camel Scoreboard*, five minutes following *Game of the Day*, about 2 p.m., Saturday, through William Esty Co. Inc., New York. Burrus Mills & Elevator Co. renewed its *Light Crust Doughboys*, 12:45-1 p.m., Monday, Wednesday, Friday, for 13 weeks on 165 stations, through Tracy-Locke Inc., Dallas.

Amurol Products Inc. cancelled its Thursday night sponsorship of Gabriel Heatter, 7:30-7:45 p.m., which was replaced by Rybutol.

Army-Air Force Plans

U.S. ARMY and Air Force, through Grant Adv., Chicago, plans renewal of Ralph Flanagan and his orchestra on ABC in its national recruiting campaign. Other broadcast recommendations, for both AM and TV network shows, were made to Washington officials late last week.

McFARLAND BILL

House Group Hearings Set for April 3

STATUS of this year's Congressional effort to write into law a new Communications Act, realigning FCC procedural functions, narrowed down to the House Interstate & Foreign Commerce Committee last week.

Legislation in question is the so-called McFarland Bill (S 658), sponsored by Senate Majority Leader Ernest W. McFarland, chairman, Senate Commerce radio-communications subcommittee [BROADCASTING • TELECASTING, Jan. 29 et seq].

Under Senate pressure, the House Commerce Committee has formally scheduled open hearings on S 658 for April 3, following the House - planned Easter recess, March 22-April 2. It was learned that NAB may ask to testify. Last summer, when the same measure was heard in the House, NAB filed only a statement.

Presumably other witnesses will include FCC Chairman Wayne Coy, who has returned from his six-week vacationing.

Parliamentary steps taken by the Senate in its obvious move to spur House action on the measure were completed last week. On Monday, the Senate unanimously passed a House-approved bill (HR 1730) to which again the McFarland Bill was attached as a "rider." The bill, before changed in the Senate, would have authorized funds for the FCC to acquire land and buildings for monitoring purposes, a provision which, incidentally, is included in the text of the McFarland measure.

As a backdrop to this rumbling of legislative machinery, Senate Commerce Committee Chairman Ed C. Johnson (D-Col.) formally received FCC Acting Chairman Paul A. Walker's letter challenging a portion of BROADCASTING • TELECASTING's March 5 editorial on the McFarland measure, entitled "The Plotkin Thickens" [BROADCASTING • TELECASTING, March 12].

Sen. Johnson had inserted the editorial in the *Congressional Record* March 6, with the comment that "undoubtedly this very vital bill (S 658) will shortly be worked out between the Senate and the House."

That part of the editorial contested by Comr. Walker concerned the House committee's hearing on radio legislation deemed as immediate and necessary for the committee to consider in light of the emergency. The editorial said the hearing "was held behind closed doors —at the FCC's behest."

Quotes Layton

Comr. Walker's letter quotes Elton J. Layton's announcement of the hearing to the Commission. Mr. Layton is the House committee's clerk. Comr. Walker underlined the words "executive session" which were contained in the announcement.

In addition, Comr. Walker asserted that after he had made known his feeling that "I had no objection to the publication of our testimony," he was informed by Mr. Layton that all hearings on administrative agencies were executive and "that if one were made public, all would necessarily be made public."

Comr. Walker assured Sen. Johnson that "there was nothing said before the House Committee either by myself or by any other members of the Commission which was not thoroughly responsive to the summons of the committee and which we were not then, and are not now, willing, with the consent of the House Committee, to have made public."

Among the material submitted to the committee at that time was the FCC's "model bill," the contents of which have been explained in BROADCASTING • TELECASTING, both in the Jan. 30, 1950 issue and in subsequent issues.

MBS OUTLETS

Regional Meets Set

FRANK WHITE, president of Mutual, and a group of network executives have scheduled a series of regional affiliates meetings starting last Saturday and continuing through the month.

The sessions will cover all phases of programming and station relations.

Last Saturday's session was to be at Salt Lake City and was to be followed by one at Colorado Springs yesterday (Sunday).

Among executives attending the sessions are, in addition to President White: William H. Fineshriber, vice president in charge of programming; Adolf N. Hult, vice president in charge of sales; E. M. Johnson, vice president in charge of engineering and station relations; Charles Godwin, director of station relations; Roy Danish, Western Div. manager of station relations; Robert O'Conner, manager of station information, station relations.

Remaining meetings scheduled are: Today (March 19), Albuquerque; March 20, Charlotte, N. C.; March 21, San Antonio; March 22, Nashville; March 23, New Orleans; March 24, Tulsa; March 26-27, Minneapolis; March 27-28, Jacksonville, Fla., and March 30, Detroit.

Maine Liquor Ad Bill

MAINE House of Representatives last week upheld an unfavorable committee report on a bill affecting liquor advertising. Bill would have banned radio, magazine and newspaper liquor ad copy containing information beyond the advertiser's name, brand name or statement of sponsorship [BROADCASTING • TELECASTING, March 12].

TELEVISION'S unique talent as a news reporter was never more apparent than it was last week when Frank Costello, who feels cruelly used when people call him the underworld boss of America, was interrogated in New York by the Kefauver committee.

Mr. Costello is a shy man who seldom ventures in public without the protective coloration of a platoon of functionaries who dress almost as impeccably as he does and are nearly as freshly barbered. His theory apparently is that in the midst of a covey of painfully groomed look-alikes he will pass unnoticed.

The news that the Kefauver hearings were to be televised presented a dilemma to a man with so great an admiration for anonymity. Mr. Costello finally agreed to appear on the television screen, providing his face was not shown.

This solution was no more successful as concealment than his habit of surrounding himself with bodyguards. Somehow the camera view of the headless Mr. Costello's exquisitely tailored chest, his spotless pocket handkerchief, his manicured hands nervously picking at his faultlessly-turned lapels or toying with his eyeglasses only accentuated the impression that he is indeed a sinister figure.

The perfection of Mr. Costello's tailoring was at odds with his speech. Financial success has bought him skillful barbering and tasteful haberdashery but not a cure for his addiction to the double negative and the pronunciation of "th" as "d."

"I didn't have nuddin to do widdat," he said at one point.

Camera work during the hearings was generally confined to views of the witness or of the interrogater. In a session of such absorbing interest there was no need for continued switching, and restless camera direction would probably have been distracting.

If there were any doubt until now that television deserves acceptance as a first-class news medium—one that does what no other can do—the telecasts of the Kefauver sessions dispel it.

In all the cities where the Kefauver committee has been televised stations have reported uncommon public appreciation. The reason is plain: Television's mercilessly truthful eyes and ears show a man for what he is—crook, crackpot or respectable citizen.

No wonder some of the witnesses subpoenaed by the Kefauver committee have been reluctant to expose themselves.

PROGRAM FACTS

Telecasts of Senate Crime Investigating Committee sessions in New York, March 12-16.

Sponsor: Time Inc. on WJZ-TV New York, WFIL-TV Philadelphia, WXYZ-TV Detroit and WENR-TV Chicago, Mon.-Fri., 9:30 a.m.-12 noon and 2-5 p.m.

Sustaining on WABD (TV), WCBS-TV, WNBT (TV), WPIX (TV) New York and on WTOP-TV and WNBW (TV) Washington at various times. Pool operation with WPIX originating.

ADMEN WARNED

Borton Asks Vigilance

ELON G. BORTON, president, Advertising Federation of America, last week warned the ad industry to guard against further restrictive laws and regulations such as those already controlling advertising. Mr. Borton voiced his warning in an address before the Syracuse Sales and Advertising Executives Club.

He declared that unless advertising watches its step carefully in this mobilization period, it may find itself burdened with further regulation and possibly even direct taxes. Above all, he cautioned, advertisers should not relinquish their place in the competitive market just because demand may exceed available goods now.

CONVENTION PLANS *NAB To Eye War Threat*

OPERATION of broadcast and TV stations in a mobilization economy, with emphasis on steps to meet the danger of enemy air attacks, will feature the opening day of NAB's annual convention April 15-19 at the Stevens Hotel, Chicago.

Actually NAB will be under a new banner — National Assn. of Radio and Television Broadcasters —starting April 1.

The opening afternoon (Monday, April 16) of the formal convention agenda will be devoted to a defense mobilization panel [BROADCASTING • TELECASTING, March 12]. New interest developed in this panel last week when stations were asked by FCC to attend a Washington defense panel, scheduled March 26. It may develop into the largest assembly of broadcast licensees in industry history.

Coming just three weeks later, the convention panel is expected to include military and FCC spokesmen who will report on steps taken after the March 26 meeting. It is likely they will go into ways of carrying out recommendations made at the FCC meeting.

Defense Session Planned

Broadcast, television and engineering delegates of NAB will be invited to the convention defense session. This panel is an outgrowth of the annual FCC-Industry Roundtable which has become an annual feature of the NAB engineering conferences.

Besides emergency steps in case of air attack, the convention panel will go into manpower problems, engineering and material operations and other defense issues. The list of panel participants is not complete. Curtis B. Plummer, FCC chief engineer, has accepted an invitation to take part.

FCC Chairman Wayne Coy would be welcomed as a participant, it was indicated. Tentative indications are that he will speak to the whole convention Tuesday noon, his annual address to the industry.

Engineering conference meetings will be held Tuesday and Wednesday, April 17-18. They will be of a technical nature. The annual NAB (NARTB) banquet will be held Wednesday night, with broadcast, TV and engineering delegates eligible to attend.

An entire day of TV discussion will be held Thursday, including the first business session of the NARTB television segment. This meeting will be held under auspices of the NARTB television board. Important policy matters are to be settled. Board chairman is Eugene S. Thomas, WOR-TV New York.

This first meeting of the autonomous TV establishment within the association will go into such topics as sports, low-cost operations, morning programming, sales, set circulation, the FCC's TV freeze, mobilization and related topics.

Leading figures from organized baseball and football groups will take part in the sports discussion, though other sports also will be considered. The commercial feasibility of morning TV programming will be reviewed, with discussion of types of programming suitable in this new video frontier.

Actual experiences of TV station operators will be exchanged in the panel covering low-cost operations. Set circulation and receiver maintenance will be discussed.

A Wednesday feature of the management conference will be a research battle royal, with top officials of leading audience measurement firms taking part. This session will take up where the March 19 research debate in New York leaves off [BROADCASTING • TELECASTING, March 12]. This debate takes place at the Hotel Shelton at noon under auspices of American Marketing Assn., New York chapter; New York Radio & Television Research Council, and Radio Executives Club.

Among central topics at the Chicago convention panel will be the report of the Special Test Survey Committee issued March 2 [BROADCASTING • TELECASTING, March 5]. The committee recommended that NAB take the lead in suggesting ways of clearing up the confused radio-TV research situation.

On Tuesday's convention agenda will be a morning FM discussion with Ben Strouse, WWDC-FM Washington, expected to preside as an NAB FM director-at-large and chairman, NAB FM Committee.

A panel on how to sell FM time will include Merrill Lindsay, WSOY-FM Decatur, Ill., discussing how to sell FM time and related topics; Raymond Green, WFLN Philadelphia, value of research; Robert Dean, KOTA-FM Rapid City, S. D., building and selling the FM audience; Josh Horne, WFMA (FM) Rocky Mount, N. C., selling FM to networks; Michael R. Hanna, WHCU Ithaca, N. Y., and Rural Radio Network, FM networking.

Pellegrin Heads Panel

Frank E. Pellegrin, of H-R Representatives Inc., will head a panel on specialized services. Taking part will be Stanley Joseloff, president, Storecast Corp. of America; Howard Lane, Field Enterprises, functional music: Hulbert Taft Jr., WKRC-FM Cincinnati, transit radio.

Everett L. Dillard, WASH (FM) Washington, will conduct a panel on the progress of FM broadcasting. On the platform with him will be Morris Novik, consultant; Leonard Marks, attorney, and possibly a representative of Radio-Television Mfrs. Assn.

As previously announced, formal convention ceremonies will open Monday morning, with Mr. Thomas appearing as chairman of the board's convention committee. Judge Justin Miller, who becomes chairman of the NARTB board, will give his annual report. He will present his successor as president, in case the presidential committee has made its selection.

The presidential group has been called to a meeting in Washington March 26. No official developments have taken place in the presidential situation since Carl Haverlin,

(Continued on page 36)

HERBERT V. AKERBERG (second, l), CBS vice president, and his bride are greeted at airport in Dallas by John W. Runyon (l), president of KRLD Dallas, and Clyde Rembert, KRLD managing director. Mr. Rembert had an orchid for Mrs. Akerberg. The newlyweds stopped in Dallas March 7 between planes en route from New York to Tucson, Ariz.

TELL RADIO'S STORY

At Excise Hearing

By DAVE BERLYN

RADIO'S STORY (and TV, too) as a dynamic medium of communication was told in all its force and flavor before a Congressional committee last Thursday.

Setting of this dramatic re-telling was the House Ways & Means Committee which heard testimony for one day on the subject of proposed increased excise taxes on radio and television sets; a boost on the manufacturing level from the current 10% to 25%.

Testimony was voluminous, but interwoven into radio-TV speakers' statements was the theme that, in the words of Ralph W. Hardy, NAB government relations director, radio and television are "media of public enlightenment and information."

Other witnesses who testified were Robert C. Sprague, president of Radio-Television Mfrs. Assn.; Mort Farr, president, National Appliance and Radio Dealers Assn.; James B. Conkling, president, Columbia Records Inc.; Benjamin C. Siegel, International Union of Electrical, Radio and Machine Workers (CIO); W. P. Thomas, president, Diamond Specialty Corp., Lancaster, Ohio, and James F. Reilly, executive director, League of New York Theatres, New York City.

Hardy Terms Discriminatory

Mr. Hardy said a tax applied "solely to radio and television, and not to other media of public enlightenment and information, is discriminatory and basically repugnant to our traditional determination to keep the channels of information to the American public unfettered and available to all of the people, regardless of their economic station."

NAB's spokesman said the proposed excise could be regarded as a "tax on the circulation of vital information to the public at large." He said surveys showed that the nearly 3,000 radio outlets' broadcasts are heard regularly by 95% of all American families, with a majority of listeners habitually tuned to newscasts.

"We tend to lose sight of the fact that radio broadcasting is now the most important medium of mass communication in the U. S.," Mr. Hardy continued. Records, he explained, show 1,900 daily newspapers as against approximately 3,000 radio stations licensed. Such comparison, he said, gives a "starting point to comprehend radio's position."

Mr. Hardy pointed out that President Truman was cited by Treasury Secretary John W. Snyder as recommending $3 billion additional revenue raised from excise taxes on consumer goods "which are less essential" or which use materials that will be in short supply.

In answer, Mr. Hardy noted the statement by Mr. Truman that "radio must be maintained as free as the press" and that he has at his disposal broadcasting facilities and receiving sets "to bring his voice to every American simultaneously and on short notice" [BROADCASTING • TELECASTING, Oct. 16, 1950].

He also pointed out that Defense

(Continued on page 38)

SHEPPARD PROTESTS

FORMAL objection to the FCC's recent action in granting license renewals to ABC owned stations [BROADCASTING • TELECASTING, Feb. 26] was voiced last week by Rep. Harry R. Sheppard (R-Calif.), long time proponent of network licensing by the Commission.

The ABC stations had been on temporary renewal since the fall of 1949, while the FCC studied certain questions about the network's relations with its affiliates.

Rep. Sheppard, in a letter to the FCC March 13, called attention to the Commission's public notice of Oct. 31, 1949, and the specific complaint of WING Dayton in which it was stated that an official of ABC "stated in meeting with its affiliates that regardless of the FCC laws, the affiliates will have to violate these laws if they, the affiliates, wanted to continue their affiliations with the network."

Hits FCC Action

The California congressman cited this as "definite" evidence that ABC was "flagrantly violating" FCC rules, and that the Commission was rewarding the network by "exposing" the complaining stations to it and renewing ABC station licenses without "even" writing a proposed decision on findings.

Rep. Sheppard declared that "it would appear" that someone in the FCC "has failed to carry out the provisions of Sec. 404 of the Communications Act."

"It's getting to be fairly common talk in the broadcasting industry that it is not healthy for stations to complain to the FCC about network violations or restraint of trade practices," he asserted, "since the FCC does nothing about these station violations, but the FCC does put the complaining stations in a position whereupon the network coerces the stations to a point where they concede to the network that they, the complaining stations, have been bad boys and that they will offer no further objections to the network's steamroller tactics."

Declaring he had in his possession an "extremely large" number of signatures of officials of stations, both independent and network affiliates, requesting concrete action against such practices, Rep. Sheppard averred "You may be sure that I will not let these radio stations down."

A veteran advocate of restrictions on networks' activities, Rep. Sheppard has two bills pending in Congress (HR 73 and HR 10) which would require licensing of networks by the FCC, while arming the Commission with sanctions against the networks, and would take control of rebroadcasting rights away from the networks and place it in the hands of the originating station or sponsor, whoever assumes the greater cost of the particular program [BROADCASTING • TELECASTING, Jan. 8]. These bills are similar in content to his measure introduced in the 81st Congress [BROADCASTING • TELECASTING, Feb. 20, 1950].

Had Asked Investigation

Last summer, Rep. Sheppard demanded an immediate investigation by the Justice Dept. and the Federal Trade Commission of alleged violation of the Communications Act and anti-monopoly laws by the four major networks [BROADCASTING • TELECASTING, July 24, 1950].

Rep. Sheppard then asked the agencies to report their findings to Congress and take "corrective" action.

He had attacked ABC, NBC, CBS and MBS with flourishing under the Act as "one of the greatest monopolies this country has ever seen [and] has grown to such proportions that it dictates what entertainment and what information the public shall hear over the public's own airways."

Bill May Be Heard

There is a possibility that the Californian's proposals may come up before the House Interstate & Foreign Commerce Committee where his bills have been marking time. The committee begins public hearings on the McFarland Bill to realign FCC procedures (S 658) April 3 (see story page 28).

Last year, when the House group heard testimony on the procedural bill, Gordon P. Brown, owner of WSAY Rochester and a perennial campaigner for stricter control over networks, urged combination of the McFarland legislation with the then pending Sheppard Bill [BROADCASTING • TELECASTING, Aug. 21, 1950].

FCC Action on ABC

No More Confusion?

IF A CONGRESSMAN can do it twice, so can the bill clerk. It happened with the so-called Sheppard Bill sponsored by Rep. Harry R. Sheppard (D-Calif.) to license networks and to take control of rebroadcast rights away from the networks. In the 81st Congress, the bill was given the House number, 7310. The two bills introduced in the 82d Congress, covering the same ground, are HR 73 and HR 10. This should clear up some of the confusion for the broadcaster.

FCC RED PROBE?

None Scheduled, Ferguson Says

NO SENATE "task force" has been delegated the assignment of investigating the FCC in search of alleged subversive elements, Sen. Homer Ferguson (R-Mich.) told BROADCASTING • TELECASTING last week.

Sen. Ferguson and Sen. James O. Eastland (D-Miss.) are the members of Chairman Pat McCarran's (D-Nev.) Special Subcommittee on Internal Security who head up a "task force" that is looking into "Communist infiltration" in the executive agencies.

This preliminary investigation is being conducted with top-level secrecy, it was understood.

Sen. Ferguson said that while the committee has full "jurisdiction" over alleged Communistic "infiltration or influence" in government agencies, "no task force has been assigned to that project," meaning the FCC.

The Michigan Republican pointed out that while no efforts have been launched along that line at the present time, he could not give any assurance that the probe would by-pass such agencies as the FCC.

Two other "task forces," shrouded in a hush-hush cloak, are probing "Communist infiltration." One of these units, each unit consists of about two Senators with staff investigators, is charged with combing for Communist infiltration or influence from abroad. Majority Senator heading this unit is Sen. Herbert R. O'Conor (D-Md.). Still another unit is watching such infiltration in the armed services.

Senator Unavailable

Sen. Eastland, who was in Mississippi last week, was unavailable for comment on an unverified report that possibly the subcommittee is considering an investigation of the FCC.

The new and powerful Senate investigating unit was created last January to look into Communist and subversive activities [BROADCASTING • TELECASTING, Jan. 22].

The subcommittee of the Senate Judiciary Committee has been granted powers rivaling those of the House Un-American Activities Committee. Seven Senators are on this subcommittee. They include Sens. McCarran, Eastland, Ferguson, O'Conor, Willis Smith (D-N. C.), William E. Jenner (Ind.) and Arthur V. Watkins. It was provided with a $160,000 budget by the upper chamber.

Among its functions originally contemplated is an inquiry into the McCarran Communist Control Law which prohibits Communists and subversives from sponsoring radio-TV time if sponsorship is not labeled.

RED CROSS

Radio-TV Support Campaign

AMERICAN RED CROSS has announced that this year, as before, the advertising industry, radio, television and the press is lending full support to its March 1951 fund campaign for $85 million.

Brig. Gen. David Sarnoff, RCA board chairman and ARC national fund chairman, spoke on financial aims and needs of the Red Cross during a special NBC program, *Parallel 38*, 10:30-11 p.m. March 12. The program was a dramatization of the organization's work.

Louis C. Boochever, ARC public relations director, said, "In generously sponsoring advertising space and radio and television time for the Red Cross, American business, too, is demonstrating its awareness of our part in the national emergency."

Radio and television networks as well as more than 2,000 local stations throughout the country have pledged complete support.

AMERICAN RED CROSS blood bank drive was given a boost on the Bob Turner sports show over WHAM-TV Rochester, N. Y. During one of the sports telecasts, Sam Urzetta, national amateur golf champion, is shown donating a pint of blood while Ed Sullivan, *Toast of the Town* emcee, holds his hand reassuringly. Mr. Sullivan was in Rochester to launch the Red Cross campaign there.

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

CLEARS McBRIDE

Would Grant WMIE Change

NO EVIDENCE has been presented respecting the reputation of Arthur B. McBride or his past ownership and operation of Continental Press, national racing news service, to disqualify him from being a stockholder in a radio station.

That is the substance of an initial decision reported by FCC last week to grant consent to WMIE Miami, Fla., for assignment of its construction permit from Lincoln Operating Co. as trustee for Sun Coast Broadcasting Corp. to Sun Coast itself. Mr. McBride and his Cleveland business associate, Daniel Sherby, are substantial owners of Sun Coast. They also are part owners of WINK Fort Myers, Fla.

WMIE's handling of race broadcasts also was found to "not reflect unfavorably upon the character of its management or of the stockholders of Sun Coast."

The initial decision found no ground for disqualifying Mr. Sherby from stock ownership in WMIE. The taxi "monopoly" of Messrs. McBride and Sherby in Cleveland was declared to not reflect unfavorably upon their qualifications in view of testimony praising the taxi firms' operations.

Continental Press Details

Continental Press itself in effect gained a clean bill of health as far as FCC is presently concerned. Hearing Examiner Leo Resnick, who presided in the case, pointed out that although the record does not contain "detailed information concerning the operations of Continental Press," no evidence was presented to show that the race news service is involved in any unlawful activity and has never been found to have been so involved.

The examiner pointed out the FCC case was not a "legislative or investigatory proceeding in which the initiative for questioning witnesses and issuance of subpenas is sometimes taken by the presiding officer."

"It is rather," he explained, "an adjudicatory proceeding subject to the Administrative Procedure Act and more particularly, an adversary proceeding in which counsel for the applicant organizes and presents the evidence favorable to the applicant and in which Commission counsel is primarily responsible for such preliminary investigation as may be made and for the organization and presentation of evidence which might be regarded as unfavorable to the applicant."

The examiner emphasized that full opportunity was made available at the hearings for any "public" witness to present any relevant evidence or testimony.

The decision declared Mr. McBride placed Continental Press in operation in November 1939, "a few days after Nation-Wide News discontinued its services. Unlike Nation-Wide News, which sold racing news to bookmakers, Continental Press did not sell news to bookmakers but to six customers each of whom was the publisher of a racing 'scratch' sheet."

The initial ruling said "our attention has not been called to any conviction of Arthur B. McBride or of Continental Press on criminal charges and the record does not show that Continental Press operates in violation of any State or Federal law."

It further observed Mr. McBride sold Continental Press in 1942 to James Ragen Sr. and his son, James Jr., but after the death of the elder Ragen, full ownership was acquired by Edward McBride, student at U. of Miami law school and son of Arthur McBride.

Since disposing of Continental Press, the record shows the elder McBride has had no part in its operation, the decision said.

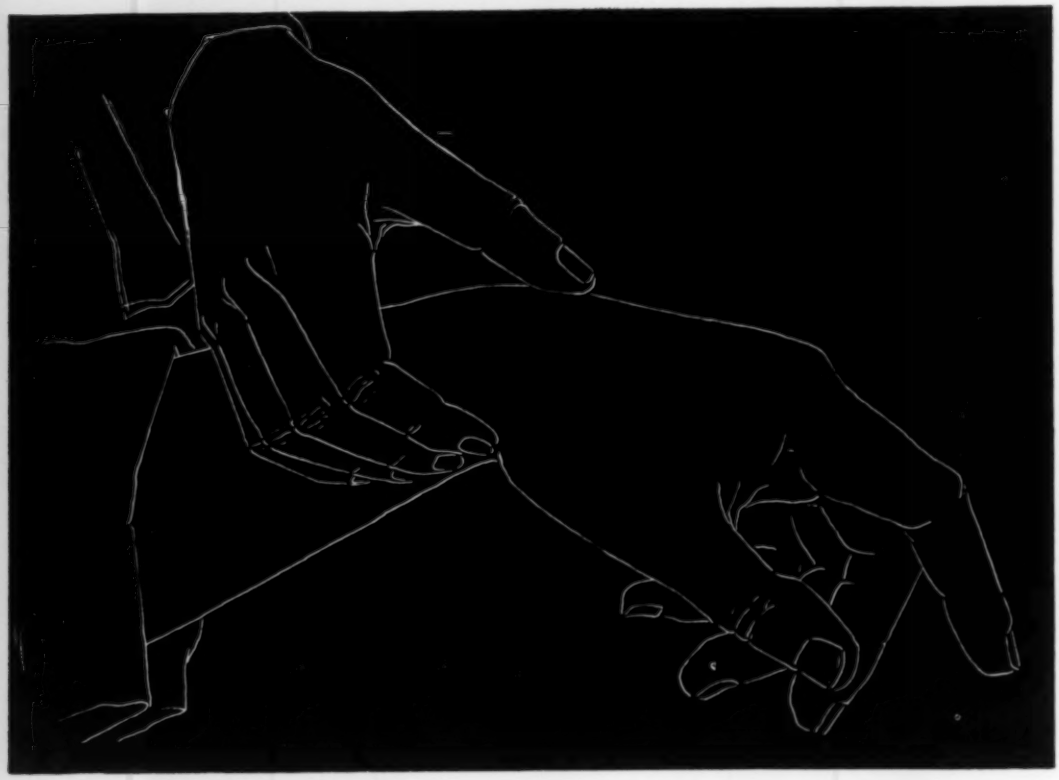
The decision also added that Edward McBride has no interest in WMIE and "knows practically nothing about the operations of Continental Press but leaves its operation and management entirely in the hands of his uncle, Tom Kelly, who has been with Continental Press since its formation in 1939 and who was instrumental in persuading Arthur B. McBride [brother-in-law] to establish the service."

Respecting Continental Press the initial decision noted that the second interim report of the Senate Crime Investigating Committee was issued subsequent to the closing of the record in the WMIE case. The footnote added neither the Senate committee report "nor the evidence upon which it is based are on the record of this proceeding and therefore cannot be used for the purposes of this initial decision."

The second interim report of the Senate committee, issued in late February as Senate Report No. 141.

(Continued on page 34)

OFF FOR the South is Gilmore N. Nunn, WLAP Lexington, Ky., representing U. S. broadcasters at Inter-American Assn. of Broadcasters meeting at Sao Paulo, Brazil, starting today. He took off from International Airport, New York.



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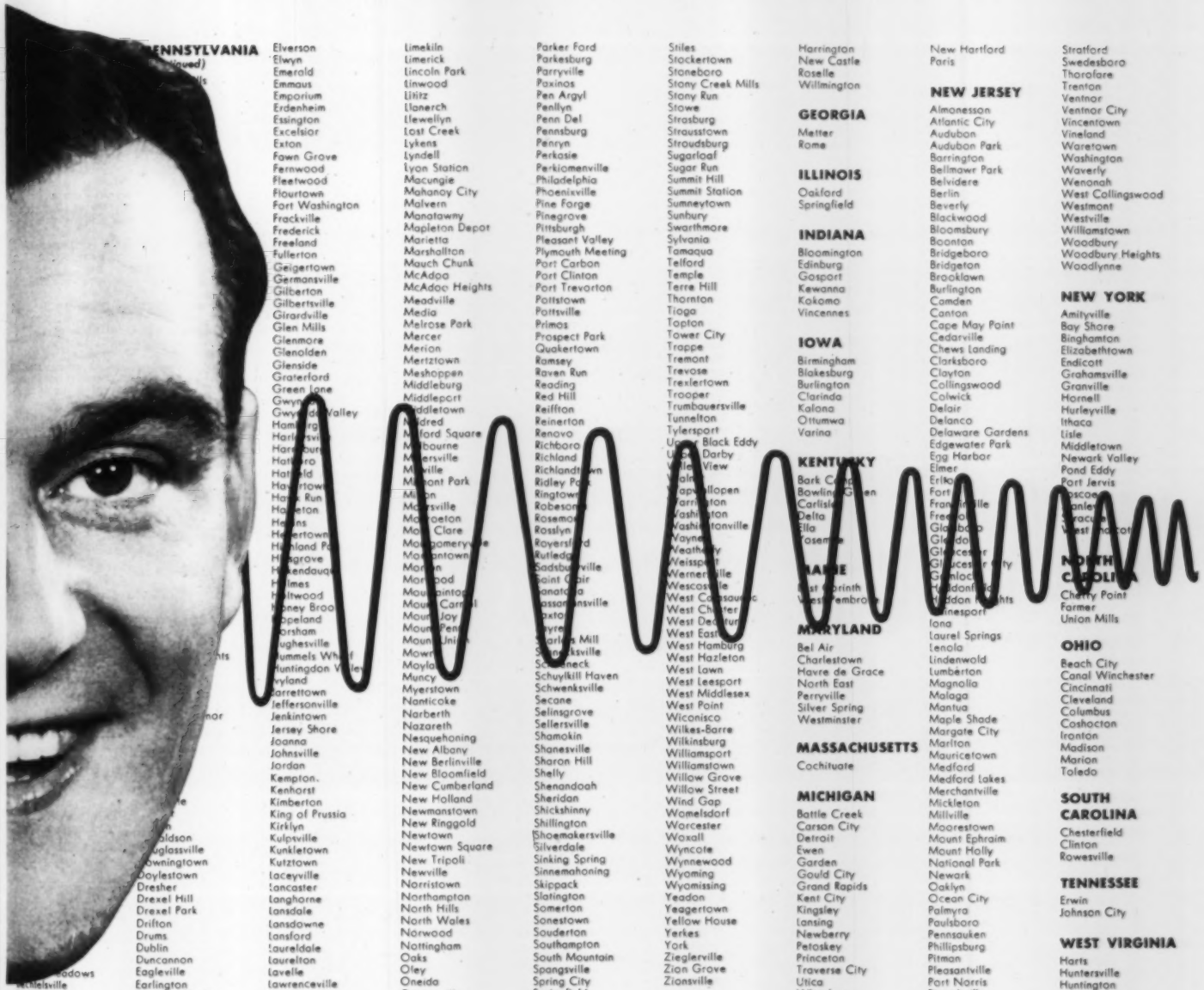
Leo J. *("Fitz") Fitzpatrick* I. R. *("Ike") Lounsberry*

PEOPLE FROM ALL OVER—THEY LISTEN TO KYW

At 6:25 AM on a recent weekday morning, a KYW program aired a *single* offer of a cardboard-backed thermometer. Three days later, the mail count stood close to 5,000 pieces! 1,757 came from Philadelphia—the rest from some 600 communities elsewhere in Pennsylvania and in 20 other states. People really listen to KYW.. early and late, near and far! For availabilities, check KYW or Free & Peters.



PENNSYLVANIA (Continued)

Elverson
Elwyn
Emerald
Emmaus
Emporium
Erdenheim
Essington
Excelsior
Exton
Fawn Grove
Fernwood
Fleetwood
Flourtown
Fort Washington
Frackville
Frederick
Freeland
Fullerton
Geigertown
Germansville
Gilberton
Gilbertsville
Girardville
Glen Mills
Glenmore
Glenolden
Glenside
Graterford
Green Lane
Gwynedd Valley
Hamburg
Harleysville
Harrisburg
Hatboro
Hatfield
Haverford
Hawk Run
Hazleton
Hellam
Hellertown
Highland Park
Hillsgrove
Hokendauqua
Holmes
Holtwood
Honey Brook
Hopeland
Horsham
Hughesville
Hummels Wharf
Huntingdon Valley
Hyland
Jarrettown
Jeffersonville
Jenkintown
Jersey Shore
Joanna
Johnsville
Jordan
Kempton
Kenhorst
Kimberton
King of Prussia
Kirklyn
Kulpsville
Kunkletown
Kutztown
Laceyville
Lancaster
Langhorne
Lansdale
Lansdowne
Lansford
Laureldale
Laurelton
Lavelle
Lawrenceville
Lebanon
Leesport
Lehighton
Lenhartsville
Lenni Mills
Lewisburg
Lewistown
Lima
Limekiln
Limerick
Lincoln Park
Linwood
Lititz
Llanerch
Llewellyn
Lost Creek
Lykens
Lyndell
Lyon Station
Macungie
Mahanoy City
Malvern
Manatawny
Mapleton Depot
Marietta
Marshallton
Mauch Chunk
McAdoo
McAdoo Heights
Meadville
Media
Melrose Park
Mercer
Merion
Mertztown
Meshoppen
Middleburg
Middleport
Middletown
Mildred
Milford Square
Millbourne
Millersville
Millville
Monmont Park
Milton
Moorsville
Moorestown
Mount Clare
Montgomeryville
Montgomeryville
Montown
Morton
Moorwood
Mountaintop
Mount Carmel
Mount Joy
Mount Penn
Mount Union
Mowrystown
Moyland
Muncy
Myerstown
Nanticoke
Narberth
Nazareth
Nesquehoning
New Albany
New Berlinville
New Bloomfield
New Cumberland
New Holland
Newmanstown
New Ringgold
Newtown
Newtown Square
New Tripoli
Newville
Norristown
Northampton
North Hills
North Wales
Norwood
Nottingham
Oaks
Ofey
Oneida
Orangeville
Orefield
Oreland
Orwigsburg
Oxford
Palmyra
Paoli
Paradise
Parker Ford
Parkesburg
Parryville
Paxinos
Pen Argyl
Penllyn
Penn Del
Pennsburg
Penryn
Perkasie
Perkiomenville
Philadelphia
Phoenixville
Pine Forge
Pinegrove
Pittsburgh
Pleasant Valley
Plymouth Meeting
Port Carbon
Port Clinton
Port Trevorton
Pottstown
Pottsville
Primos
Prospect Park
Quakertown
Ramsey
Raven Run
Reading
Red Hill
Reiffton
Reinerton
Renovo
Richboro
Richland
Richlandtown
Ridley Park
Ringtown
Robesonia
Rosemont
Rosslyn
Royersford
Rutledge
Sadsburyville
Saint Clair
Sanatoga
Sassamansville
Saxton
Sayre
Scarlets Mill
Schuylkill Haven
Schwenksville
Secane
Selinsgrove
Sellersville
Shamokin
Shanesville
Sharon Hill
Shelly
Shenandoah
Sheridan
Shickshinny
Shillington
Shoemakersville
Silverdale
Sinking Spring
Sinnemahoning
Skippack
Slatington
Somerton
Sonestown
Souderton
Southampton
South Mountain
Spangsville
Spring City
Springfield
Spring House
Spring Mount
Springtown
State College
Steinsville
Stevens
Stewartstown
Stiles
Stockertown
Stoneboro
Stony Creek Mills
Stony Run
Stowe
Strasburg
Strausstown
Stroudsburg
Sugarloaf
Sugar Run
Summit Hill
Summit Station
Sumneytown
Sunbury
Swarthmore
Sylvania
Tamaqua
Telford
Temple
Terre Hill
Thornton
Tioga
Topton
Tower City
Trappe
Tremont
Trevose
Trexlertown
Trooper
Trumbauersville
Tunnelton
Tylersport
Upper Black Eddy
Upper Darby
Valley View
Valley
Wapwallopen
Warrington
Washington
Washingtonville
Wayne
Weatherly
Weissport
Wernersville
Wescosville
West Conshohocken
West Chester
West Decatur
West End
West Hamburg
West Hazleton
West Lawn
West Leesport
West Middlesex
West Point
Wiconisco
Wilkes-Barre
Wilkinsburg
Williamsport
Williamstown
Willow Grove
Willow Street
Wind Gap
Womelsdorf
Worcester
Woxall
Wyncote
Wynnewood
Wyoming
Wyomissing
Yeadon
Yeagertown
Yellow House
Yerkes
York
Zieglerville
Zion Grove
Zionsville

CONNECTICUT
Mystic

DELAWARE
Dover
Harrington
New Castle
Roselle
Willmington

GEORGIA
Metter
Rome

ILLINOIS
Oakford
Springfield

INDIANA
Bloomington
Edinburg
Gosport
Kewanna
Kokomo
Vincennes

IOWA
Birmingham
Blakesburg
Burlington
Clarinda
Kalona
Ottumwa
Varina

KENTUCKY
Bark Camp
Bowling Green
Carlisle
Delta
Ella
Rosemary

LA[illegible]E
East Corinth
West Pembroke

MARYLAND
Bel Air
Charlestown
Havre de Grace
North East
Perryville
Silver Spring
Westminster

MASSACHUSETTS
Cochituate

MICHIGAN
Battle Creek
Carson City
Detroit
Ewen
Garden
Gould City
Grand Rapids
Kent City
Kingsley
Lansing
Newberry
Petoskey
Princeton
Traverse City
Utica
Wheeler
Woodland

MISSOURI
Bowling Green
Curryville
Eolia
New Hartford
Paris

NEW JERSEY
Almonesson
Atlantic City
Audubon
Audubon Park
Barrington
Bellmawr Park
Belvidere
Berlin
Beverly
Blackwood
Bloomsbury
Boonton
Bridgeboro
Bridgeton
Brooklawn
Burlington
Camden
Canton
Cape May Point
Cedarville
Chews Landing
Clarksboro
Clayton
Collingswood
Colwick
Delair
Delanco
Delaware Gardens
Edgewater Park
Egg Harbor
Elmer
Erial
Fort [illegible]
Franklinville
Freehold
Glassboro
Gibbsboro
Gloucester
Gloucester City
Gorham
Haddonfield
Haddon Heights
Hainesport
Iona
Laurel Springs
Lenola
Lindenwold
Lumberton
Magnolia
Malaga
Mantua
Maple Shade
Margate City
Marlton
Mauricetown
Medford
Medford Lakes
Merchantville
Mickleton
Millville
Moorestown
Mount Ephraim
Mount Holly
National Park
Newark
Oaklyn
Ocean City
Palmyra
Paulsboro
Pennsauken
Phillipsburg
Pitman
Pleasantville
Port Norris
Riegelsville
Riverside
Riverside Park
Riverton
Runnemede
Sea Bright
Sicklerville
South Beverly
Stratford
Swedesboro
Thorofare
Trenton
Ventnor
Ventnor City
Vincentown
Vineland
Waretown
Washington
Waverly
Wenonah
West Collingswood
Westmont
Westville
Williamstown
Woodbury
Woodbury Heights
Woodlynne

NEW YORK
Amityville
Bay Shore
Binghamton
Elizabethtown
Endicott
Grahamsville
Granville
Hornell
Hurleyville
Ithaca
Lisle
Middletown
Newark Valley
Pond Eddy
Port Jervis
Roscoe
Stanley
Syracuse
West Nyack

NORTH CAROLINA
Cherry Point
Farmer
Union Mills

OHIO
Beach City
Canal Winchester
Cincinnati
Cleveland
Columbus
Coshocton
Ironton
Madison
Marion
Toledo

SOUTH CAROLINA
Chesterfield
Clinton
Rowesville

TENNESSEE
Erwin
Johnson City

WEST VIRGINIA
Harts
Huntersville
Huntington
Leivasy
Parkersburg
Wevaco

WISCONSIN
Baraboo
Gresham

KYW PHILADELPHIA
50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ · WBZA · KDKA · WOWO · KEX · KYW · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

HOOPER surveys the SEVENTEENTH STATE*

* THE SEVENTEENTH STATE
A compact market composed of a homogeneous group of 53 counties in Eastern New York and Western New England . . . so called because its population exceeds that of 32 states in the U. S.

and Hooper discovers that:

WGY delivers a regular listening audience in *all* 22 cities of the Seventeenth State.

WGY's average evening audience is larger than the audiences of the next two stations *combined*.

WGY's daytime audience is 18% larger than the next best station's daytime audience.

WGY's share of audience is above 20% in *15* of the 22 cities. Station "B's" share of audience is 20% or over in only *4*.

This tremendous power and coverage advantage is yours at a lower cost than any combination of stations in the area needed to reach the same markets. Call NBC Spot Sales, New York, N. Y., or the WGY Sales Department, Schenectady, N. Y., *today!*

WGY

50,000 WATTS

810 K. C.

A GENERAL ELECTRIC STATION

THE ONLY STATION COVERING ALL 22 MARKETS OF THE 17TH STATE

Clears McBride

(Continued from page 32)

in part declared: "From the preponderance of evidence before the committee a conclusion is warrented that the Continental Press Service is controlled not by Edward McBride or Thomas Kelly but by the gangsters who constitute the Capone syndicate."

The examiner's conclusions noted that "a number of 'characters' whom Arthur B. McBride knows . . . were newsboys working for Mr. McBride when he was employed in the circulation departments of newspapers over 20 years ago. This was a 'pretty tough business' and some of the boys, to employ McBride's language, 'are [now] judges and some are hoodlums.' There is nothing in the record to show that he is presently associated with hoodlums."

McBride Reputation Lauded

"On the contrary," the conclusions stated, "his reputation in Cleveland, according to the testimony of 13 leaders in the civic, political, religious, business and professional life of Cleveland, who have known him from 8 to 30 years, is excellent for good associations as well as for such other qualities as honesty and integrity, truthfulness and veracity, respectability and abidance with law, candor and openness, fairness, comprehension of public duty, public spirit and personal diligence in management."

Regarding the "charge by James M. Cox, former governor of Ohio, that Arthur B. McBride had characterized Al Capone as a 'fine fellow' and had attempted to intervene with him (Cox) on Capone's behalf, during the newspaper 'exposure' of Capone in Miami and prior to his conviction for violation of the Federal income tax laws," the initial decision stated this "has been refuted by elaborate and persuasive testimony and documentary evidence."

The examiner said "we are convinced that Arthur McBride was not in Florida at the time of his alleged intervention on behalf of Al Capone; that his first visit to Florida did not occur until some years later, after Al Capone had been convicted of violation of income tax laws and was serving time in a Federal penitentiary; and that he did not intervene with Governor Cox on Al Capone's behalf. We can only conclude that Governor Cox was mistaken as to the time and subject matter of the conversations which he had with Mr. McBride."

The decision said Mr. McBride testified his conversation with Gov. Cox dealt with Moe Annenberg and his ownership and sale of the Miami *Tribune*.

Respecting the programming of WMIE, the initial decision said:

WMIE, unlike one or two other stations in the Miami area, does not broadcast pre-race information such as "scratches," track conditions, jockey changes, the varying, odds, and the views of private handicappers. Its announcements of horse race results are part of its general coverage of sporting events, and spot announcements on its "Sports Jamboree" relate not solely to the scratch sheet publication called "The Harvey A. Jr. Sports Digest" but to restaurants and a variety of other businesses.

It has a policy of delaying its announcements of race results for at least 15 minutes and such evidence as the record contains shows an actual average delay of 22.7 minutes for 119 races for the week of Dec. 9-15, 1949, with only two broadcasts of the 119 occurring in less than 15 minutes.

In the most significant aspects of its horse race broadcasts, WMIE appears to follow or exceed the standards of WWDC [Washington], whose application for renewal of license was granted on Jan. 29, 1948, and to avoid the method of operation followed by WTUX [Wilmington, Del.], whose application for renewal of license was denied on Oct. 11, 1950.

Such evidence as is contained in the record does not demonstrate that "bookies" use or have used WMIE's broadcasts of race results to pay off on bets.

WMIE's failure to carry programs of the Greater Miami Crime Commission and its broadcasting of the Barry Gray program do not reflect unfavorably upon the character of the management of WMIE or of the stockholders of Sun Coast.

The advocacy of legalized gambling by Barry Gray, a commentator and master of ceremonies on WMIE, together with his policy and practice of permitting opposing views on controversial topics such as legalized gambling, cannot be regarded in any way adverse to this application.

The failure of WMIE to carry the Crime Commission programs and Barry Gray's belittling of these programs is explained as being based upon a conviction that men who have paid their debt to society or who have been apprehended for alleged illegal activities and released, should not be "spotlighted" or hounded.

Without regard to the persuasiveness of this point of view, it is clear that this failure to cooperate with a single civic organization is too remotely related to the character of the management of WMIE or of the stockholders of Sun Coast to warrant any unfavorable conclusion.

TAX 'WRITE-OFFS'

GE, Westinghouse Approved

TWO electronic manufacturers—General Electric Co. and Westinghouse Electric Corp.—were among the 200-plus companies which were allowed "rapid" tax write-offs during the period Jan. 25 through March 7, according to a report released last Wednesday by Defense Production Administrator William H. Harrison.

In the report, covering 231 companies which received certificates for projects estimated at $1,183,424,159, GE showed certified amounts of $336,306 for electronic tubes and an aggregate sum of over $30 million for aircraft parts made at three of its plants. Westinghouse was permitted amortization for $24.5 million worth of aircraft supplies. General Mills Inc. was certified $448,000 for "services, research, and development."

The percentage of tax write-off was determined individually for each certificate issued and is based on the relationship of the proposed production expansion project under the military effort. Firms equipped with facilities for making specialty items are granted a higher rate than those whose products will be marketable after the emergency, DPA explained.

Applications for tax amortization are filed with DPA and, in the case of electronic firms, referred for recommendation to National Production Authority.

Stations acclaim it "wonderful idea"—

FIRST APS SUBSCRIBER CONFERENCE AT GREENSBORO, N. C.

Big turnout hears APS staff outline value of creative selling and programming in building greater radio sales

ANOTHER WONDERFUL NEW SELLING IDEA BECOMES A FACT!

One more phase of Associated's unique campaign to help its subscriber stations SELL by giving them *real* sales service has been launched with resounding results. First in a series of regional program and sales clinics, this meeting at Greensboro, N.C., on February 19 scored a clear hit with the APS subscribers who attended. How they felt, and their expressed reactions to this "why didn't it happen before?" event, are enthusiastically reflected in the column at right.

This was the kind of meeting that station sales and program personnel have long hungered for. Best of all, it didn't cost them a cent *because their stations are subscribers of APS.*

MORE IS COMING!

There will be plenty more subscriber conferences in city after city, across the whole United States...wherever Associated members want to build greater sales for their stations, using the unmatched APS Library that "pays for itself".

In the near future, APS Subscriber Conferences will be held in cities like Atlanta, Memphis, Chicago, New York, on the West Coast. Watch for announcement of the session nearest your market. If you're an APS subscriber, you'll get a personal letter.

NOTICE TO NON-SUBSCRIBERS:

The profitable value of these clinics with their exchange of vital selling ideas is obvious. But they're only part of the extensive sales service every APS subscriber enjoys *without additional charge.* They also receive (among other advantages) transcribed sales meetings for use in their own stations; regular copies of "The Needle", a monthly newsletter of selling tips; the APS Merchandising Calendar; sales promotion material that wins sponsors for APS pre-produced shows, personal visits by sales-skilled APS representatives—and the finest transcribed library in the world.

There are many other benefits to be gained as an Associated subscriber. And a few more stations *still* can be. Write us today for full details on how *you* may become a subscriber. (Incidentally, even though you may already have another library, there is a new precedent-breaking plan that makes it possible for you to benefit from the APS extra services right away! Ask us about it!) The coupon is for your convenience.

ACTUAL COMMENTS BY BROADCASTERS WHO ATTENDED—

"I think the entire meeting and its acceptance was tremendous."

"This was the beginning of a new phase in library 'merchandising' which has certainly been inspiring and refreshing. Once-a-year meetings like this should be planned. Working out the elementary questions in advance could help save time in the meetings."

"The best radio sales meeting I have ever attended—by far."

"I think that your idea of this meeting was excellent and if everybody got out of the meeting what I did, they really have gained some good ideas and advice."

"I think this is a wonderful idea, one of the best meetings I have attended."

"Thought meeting was best I ever attended!!!"

"Your meeting was the best I have ever attended."

"Your meeting was most helpful, both from a program and sales standpoint. We hope that they will continue."

"This has been a most worthwhile meeting and you are to be congratulated on another first in the industry."

"The information APS has brought—the confidence Mitch exudes—all are like a shot in the arm!!!"

APS Associated Program Service

151 West 46th Street, New York 19, N. Y.

"the library that pays for itself"

Maurice B. Mitchell, General Manager
Associated Program Service
151 West 46th Street
New York 19, N. Y.

I'm interested in knowing more about Associated Program Service for *my* station. Will you send the facts right away?

Name.....

Title.....

Station.....

Street.....

● *New Concept for Effective Daytime Radio Buying:*

WASHINGTON, D. C. METROPOLITAN NETWORK

For the first time in the history of radio advertising, five stations within one market offer their combined audience—the second largest in the area—as a unit buy at lowest cost per listener

Five Independents have joined forces to offer low-cost, effective daytime coverage of the important Washington market to national advertisers at a 50% saving over combined individual rates. Each station is owned, managed and programmed independently, competing aggressively for local business. Each of the five stations has its own loyal listening audience available now to national advertisers as a composite unit which delivers a major part of the metropolitan audience.

Met Net Advantages: 1. Complete daytime coverage of the market at the lowest cost per listener* of any station in the area. **2.** Second highest average daytime audience** in the Washington market. **3.** Simplified buying—five-station coverage with one order, one transcription, one invoice. Programs can originate from studios of any member station. **4.** Spot announcements may be bought for the same time on each station, or staggered at various times from station to station. **5.** Low rates: ½-min. or time signals, $18.24; 1-min., $22.80; 5-min., $36.48 (26-time). Complete card on request.

For further details or complete brochure, please write or phone Jack Koste, Independent Metropolitan Sales, national representatives, 60 E. 42nd St., New York City—MUrray Hill 2-4813. J. Douglas Freeman, Commercial Manager, Munsey Building, 1329 E Street, N. W., Wash. 4, D. C., STerling 1772.

WASHINGTON, D. C. METROPOLITAN NETWORK

WARL	AM & FM. Arlington, Va. 780 KC, 1000 W.
WBCC	AM & FM. Bethesda, Md. 1120 KC, 250 W.
WFAX	Falls Church, Va. 1220 KC, 250 W.
WGAY	Silver Spring, Md. 1050 KC, 1000 W.
WPIK	Alexandria, Va. 730 KC, 1000 W.

*Based on comparative cost analysis of Pulse Reports, July-Oct., 1950, Washington, D. C., with rates from Standard Rate & Data Service. Complete analysis available upon request.

**Pulse Reports, July-Oct., 1950, Wash., D. C.

Convention Plans

(Continued from page 29)

BMI president, declined a committee bid to become NARTB president [BROADCASTING • TELECASTING, March 12].

At least a score of names have been mentioned in connection with the NAB presidency. Two names mentioned last week, in addition to those previously cited, were FCC Comr. Robert F. Jones and Gordon Gray, vice president of WIP Philadelphia.

Election of Hugh B. Terry, KLZ Denver, as director-at-large for medium stations [CLOSED CIRCUIT, March 12] leaves only one vacancy on the board, the District 8 directorship. Ballots for election of a successor to George J. Higgins, who resigned when he moved from WISH Indianapolis to KMBC Kansas City, were mailed to District 8 members last Tuesday.

Dist. 8 Balloting

In the District 8 balloting only two candidates are nominees. They are R. M. Fairbanks, president of WIBC Indianapolis, and Milton L. Greenebaum, owner-president of WSAM Saginaw, Mich. Several other proposed nominees received four votes but five were necessary for nomination. Ballots must be returned to NAB not later than March 29. The new director will serve until the 1952 convention.

The runoff race for the medium-station directorship was even until the last days of the balloting, when Mr. Terry pulled ahead of John Esau, KTUL Tulsa, a candidate to succeed himself. Mr. Terry formerly served on the board from 1946-50 as District 14 director. His new term starts after the April convention. Messrs. Terry and Esau had been tied in the original voting, necessitating the runoff election which closed last Monday.

Plans for the annual equipment and service exposition at the convention continued to move forward last week under direction of Arthur C. Stringer, retained by NAB to handle the show. Added to the list of exhibitors [BROADCASTING • TELECASTING, March 12, 5] were Andrew Corp., Associated Program Service, Azrael Adv. Agency, BMI, Allen B. DuMont Labs, Bruce Eells & Assoc., Gates Electric Co. and General Electric Co.

KMBY IS SOLD

Bought by Kenyon Brown

KMBY Monterey, Calif., has been sold to Kenyon Brown, president of KWFT Wichita Falls, Tex., by L. John Miner and Taft R. Wrathall, subject to FCC approval. Consideration of $45,000.

KMBY is assigned 250 w unlimited on 1240 kc.

Mr. Brown

This is Mr. Brown's second purchase of a radio station in the West, following not long after his announced purchase of KWRN Reno, Nev., still pending before the Commission [BROADCASTING • TELECASTING, Jan. 15]. Mr. Brown also owns interests in KEPO El Paso, Tex.; KGLC Miami, Okla., and KBYE Oklahoma City. The sale of KMBY was handled by Blackburn-Hamilton Co., radio station and newspaper broker.

ENDORSES BAB

NARSR Changes to NARTSR

NATIONAL Assn. of Radio Station Representatives went on record last week as endorsing the objectives and proposed operating plans of BAB.

Holding its first quarterly membership meeting Wednesday at the Biltmore Hotel in New York, the station representative organization also voted to change its name to National Assn. of Radio & Television Station Representatives—NARTSR.

NARTSR Vice President Max Everett, president of Everett-McKinney, who presided in the absence of President Robert Meeker, noted that almost all members of the association now have television connections, so that the new name expresses the composition of the group more accurately.

The membership's endorsement of BAB objectives and operating plans was coupled with a hope that BAB will devote a substantial amount of its budget and time to development of spot business.

Members said the volume of national spot business in 1950 came close to that of the total of all four AM networks, and that the stations received a substantially larger proportion of the net revenue. Station subscribers of BAB have so much to gain from continued growth of national spot business, NARTSR members said, that BAB can easily justify giving serious attention to problems of national spot industry.

Lewis H. Avery, president of Avery-Knodel Inc., and NARTSR board member and past president, who is one of three NARTSR members on the BAB board of directors, reported on the recent organization meeting of the new time sales promotion agency.

Participating in the meeting in addition to Messrs. Everett and Avery were:

Joseph Timlin, The Branham Co., NARTSR treasurer; Sterling Beeson, Headley-Reed Co.; James Lebaron, Ra-Tel Representatives; Arthur H. McCoy, Avery-Knodel; Wells H. Barnett, John Blair & Co.; George W. Brett, The Katz Agency; Stephen Maschinski, Adam J. Young Jr. Inc.; Joseph Weed, Weed & Co.; F. Edward Spencer, George P. Hollingbery Co.; Jerry C. Lyons, Weed & Co., Eugene Katz, The Katz Agency, NARTSR secretary; Ralph McKinney, Paul H. Raymer Co.; Edgar Filion, Robert Meeker Assoc.

CANADIAN RADIO factories produced 703,800 receivers valued at $52 million in first 10 months of 1950, according to report of Dominion Bureau of Statistics, Ottawa.

5,000

CONSECUTIVE BROADCASTS

BY ONE ADVERTISER ON WHAM

A Remarkable Case History, extending over 19 years!

REMEMBER 1932?	DEPTH OF THE DEPRESSION, WITH THE ACCENT ON MORE SALES
REMEMBER 1937?	ERA OF UNCERTAINTY—WAS IT "GOOD TIMES" OR NOT?
REMEMBER 1941?	START OF 5 YEARS OF SCARCITIES AND RESTRICTIONS
REMEMBER 1950?	WITH THE CLOUDS OF WAR AGAIN OVER THE WORLD

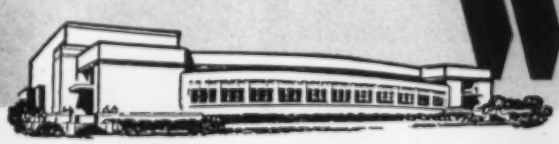
On the 2nd day of April, Sibley, Lindsay & Curr Co. of Rochester, N. Y.—the largest department store between New York City and Cleveland—will air the 5000th consecutive broadcast of its 15-minute program, "Tower Clock Time," over WHAM.

Through 19 years of war and peace, deep depression and boom prosperity, Sibley's has used WHAM continuously five days a week, 52 weeks a year, to move merchandise with the same radio program.

Here at WHAM we're mighty proud of that, naturally. And we're proud, too, that "Tower Clock Time" has three times won a First Prize in the annual NRDGA competition, and, in 1950, capped its achievement by winning the NRDGA Grand Award. Congratulations are in order to the management of Sibley's for consistency and program excellence of prize-winning calibre.

. . . Any time buyer can see that there's a moral in this story:

A major retail institution such as Sibley's knows its area market and people intimately, from A to Z. When such an advertiser invests heavily year after year on **one** station, you can be quite sure that that station is producing SALES in real measurable volume! Sibley's knows by experience—and so do many other advertisers—that there is no better, more powerful sales-by-air medium in Western New York than WHAM!



WHAM

The Stromberg-Carlson Station
ROCHESTER 3, N. Y.

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Tell Radio's Story

(Continued from page 29)

Mobilizer Charles E. Wilson took to the airwaves when making a personal appeal to workers involved in the recent crippling railroad strike and "how would you measure the essentiality of the televising of vital UN proceedings?"

Mr. Hardy also referred to WOW Omaha's on-the-air campaign urging listeners to repair or replace faulty radio sets because in case of peace failure "your radio will be the most important device in your home" [BROADCASTING • TELECASTING, March 5].

Other points raised by Mr. Hardy took in these fields:

● Broadcasters' "established pattern" of cooperating with the Adveritsing Council in promoting major government and welfare campaigns in the public interest.

● Postmaster General Jesse M. Donaldson's statement to the House Post Office and Civil Service Committee a fortnight ago, while testifying on proposed increases in second-class postal rates, to the effect that even though boosts were enacted into law, deficit in this category — including newspapers and magazines—would still stand at $16 million a year. "This is no insignificant subsidy for our associates in the public information field," Mr. Hardy emphasized.

Resorting to rhetoric, Mr. Hardy oracled: "The sweating horse, topped by a dusty rider with a leather mail pouch slung over his shoulder, plodding down the deep-rutted post roads of colonial times to deliver the news has been replaced by the electronic miracles of radio and television."

● These media "if kept free from discriminatory tax encumbrances" can break down economic barriers "to full enlightenment and understanding . . ."

● Broadcasters cannot understand the logic of the government which on one hand would subsidize distribution of newspapers and periodicals while on the other, demanding a 25% tax "as a penalty for the use of receiving sets for instantaneous live access to news, general information, and entertainment."

● Problems of the potential TV station operator in areas to be eventually "unfreezed" in that sets will cost more than they did in non-freeze sections, thus restricting circulation for broadcasters' program services.

Mr. Hardy concluded: ". . . we would urge you to reject the excise tax principle as related to the avenues of the sounds and pictures that have such a vital influence on our thoughts and actions."

Mr. Sprague's pointers were seven in number:

(1) Contemplated tax on sets would curtail sales about 40%, causing loss of corporate income (Mr. Hardy pointed up pioneering broadcasters' colossal investments in TV), excess profits taxes and personal income taxes.

(2) Despite industry use of some materials in short supply, taxing should not be used as a means of controlling their use. Such authority is invested in NPA which is thoroughly familiar with the industry's problems.

(3) Excise increases would be passed on to consumer and would particularly discriminate against lower income buyers.

(4) Radio-TV sets are essential media of communication. In times of national emergency they are valuable in civil defense training, for maintaining high morale and "as a means of vital communication."

(5) Attempts to raise additional revenues from existing excises on a "selective" basis greatly increase present inequities and discriminations.

(6) Congress never before has imposed excise taxes until an industry has passed through its initial developmental period—television is still in this period.

(7) A 15% extra excise on the 10% tax on TV sets at the manufacturing level already leveled since the start of the Korean War is discriminatory.

Dealers Give Case

Mr. Farr's brief was equally prolific. In telling the dealer's side of the radio-TV story, Mr. Farr reminded that dealers protested the proposed 10% tax on "the infant television industry . . . struggling to get started. . . ."

He said: "Television is not a luxury in the mink coat or diamond class . . . sales are very poor now . . . decline in sales in many markets as much as 40 to 50% below last year at this time."

The proposed 25% tax "will tend to pyramid retail prices" with an immediate serious decline in retail sales, and any slow-up in mass buying crippling turnover may edge retailers out of the TV set market, Mr. Farr opined.

Said Mr. Farr: "Newspapers and radio and television are the greatest disseminators of news. They are great molders of public opinion. They are a positive force to combat subversities. Were such a 25% tax proposed for newspapers, headlines would shout the muzzling of the press. . . ."

Mr. Conkling pointed out increases in excises for phonograph records (also 25%) would bear heavily on the products as a source of morale-building and education. Educational media, he said, always have been exempt from taxes.

Mr. Siegel asserted that Secretary Snyder is trying to "sell Congress and the American people a fallacious theory in an attempt to effect passage of a proposed new excise tax program."

The union executive warned that the low-income family would be hardest hit by higher excise taxes.

"Certainly . . . a radio, and to a lesser degree, a television set constitutes a necessity rather than a luxury." Rather than trying to discourage sales of sets, Mr. Siegel went on, "an enlightened government should be doing the reverse—to make sure at least every home has a radio."

Mr. Thomas, speaking for industrial television, asked that "entertainment TV," as he put it, be taxed but that its industrial counterpart not be penalized.

Live Audiences

For legitimate theatres in New York, Mr. Reilly, who claimed 8 million persons were box officed at network show originations (both radio and TV) in Gotham alone, entered a plea that a nominal fee be levied to protect his interests from "unfair competition," help offset their decline in receipts and provide the government with a loss of potential revenue.

Retail sales tax program as a substitute for manufacturers' excise taxes was recommended March 7 by a business executives' organization called the National Committee for Fair Emergency Excise Taxation.

Testimony was presented by Louis Ruthenburg, chairman of the committee and also chairman of the board, Servel Inc., Evansville, Ind., on the opening day of excise tax hearings.

Supporting Mr. Ruthenberg's views were Arde Bulova, chairman of the board of Bulova Watch Co. and vice chairman of the tax com-

(Continued on page 40)

$7.20 Ad Brings $1,000

TIMESELLERS for WTMA Charleston, S. C., need to expend little effort convincing George Hamrick, Charleston real estate and insurance man, what a rewarding form of advertising radio is. Mr. Hamrick is practically Exhibit A. The local businessman baited his hook with a $7.20 Sunday newscast and drew out a whopping $20,000 real estate transaction which netted him a $1,000 profit! This profit was one that didn't get away, thanks to radio advertising.

How to eat your cake and have it, too!

Combine KXO and The Imperial Valley

Our 25th Birthday

Serving America's fastest growing farm community, population 74,500 . . . a controllable, profitable test market!

Yes, the nation's richest farmers . . . $25,250 yearly income per family . . . are covered like a blanket with KXO, with its 71.2% Crossley share of audience, (El Centro), leading other network stations by wide margins. Influence of given newspapers are sectional only.

YES, YOU EAT YOUR CAKE AND HAVE IT, TOO . . . BY COVERING THE RICH IMPERIAL VALLEY WITH JUST ONE STATION . . .

KXO

El Centro, California — Paul H. Raymer Co., Nat'l Rep.

WDRC

HARTFORD 4 CONNECTICUT

WDRC—FM

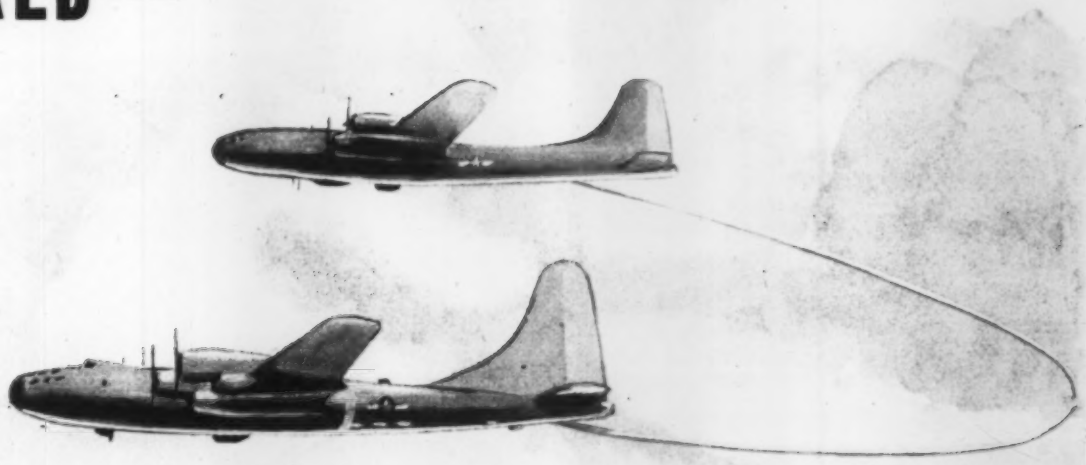
$99,796,000 in Automotive Sales*

Automotive advertisers pick WDRC, the Test Station in Hartford, the country's No. 1 Test City. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

* Sales Management's Figure for Hartford Metropolitan Area.

CBS

YOU MIGHT FLY NON-STOP AROUND THE WORLD*—



BUT . . . YOU NEED

WKZO-WJEF AND WKZO-TV TO FLY HIGH IN KALAMAZOO-GRAND RAPIDS

No matter what yardstick you use, the Fetzer stations are by all odds the best radio and television values in Western Michigan.

WKZO-TV is the official basic CBS Outlet for Kalamazoo-Grand Rapids . . . Channel 3. It is a multiple-market station serving five Western Michigan and Northern Indiana markets with a buying income of more than $1,500,000,000. As of February 1, there were more than 100,000 television receivers within the .1 MV line of WKZO-TV—more sets than in the Dallas-Fort Worth, Memphis or Syracuse television markets.

WKZO-WJEF are an equally impressive value for your radio dollar. Both consistently lead the Hooper parade in their home cities. They average about 50% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids . . . *yet cost 20% less!* In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage of more than 60,000 homes. New figures credit WKZO-WJEF with a big increase in their unduplicated BMB Audiences since 1946 — up 46.7% in the daytime, 52.8% at night.

What other facts would you like? Avery-Knodel has them, or write us direct.

**The United States Air Force did, in February, 1949.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

RCA TUBES

The standard of comparison

Convenient, near-by service ...on tubes for broadcasting*

RCA Tube Distributors are equipped to provide you with the best possible *local* service on your broadcast tube requirements. Well established—and the leaders in their territories—RCA Tube Distributors are conveniently located in all principal cities of the U. S.

***Designed by RCA** to meet the special requirements of FM . . . the RCA 7C24 and 5592 "metal header" power triodes are striking examples of RCA's leadership in modern tube development. For modern, more efficient power tubes for FM . . . buy RCA.

RCA **RADIO CORPORATION of AMERICA**
ELECTRON TUBES **HARRISON, N.J.**

AFM Peace

(Continued from page 27)

ment, which remained to be worked out in detail, were made available to newsmen and contributed to the following summary:

RADIO

Weekly engagements—New York, Chicago and Los Angeles: 15% rate increase retroactive to Feb. 1 and extending to Feb. 1, 1954.

Weekly engagements — network owned & operated stations elsewhere: 15% rate increase effective at the end of current contracts with locals in respective cities and extending to Feb. 1, 1954.

FM: No change.

ELECTRICAL TRANSCRIPTIONS: No change.

STAFF MUSICIAN EMPLOYMENT: Networks agree to employ same number of musicians as under previous agreement.

COOPERATIVE PROGRAMS (network programs simultaneously sponsored by different advertisers in various localities): Same rate as for one sponsor.

PARTICIPATING PROGRAMS (network programs constituting one integrated unit, with no specific portions allocated to one or several sponsors): Rate of single engagement plus $5 per man per each half hour or less.

ARRANGERS, ORCHESTRATORS, COMPOSERS, COPYISTS, etc.: Overall 15% adjustment of rates with "sub-committee representing the local in Hollywood and the companies . . . to meet to allocate such 15% of the total expenditures to the various items on the price list."

PAID VACATIONS: Two weeks for staff musicians, with date and temporary replacement or not at discretion of employer.

INSTRUMENTS EXCLUDED FROM "DOUBLES" PAY: Staff musicians to get $5 per day for first additional instrument, and $3 per day for each additional instrument, excluding the following: Saxophones and members of saxophone family; bass saxophone; clarinet and bass clarinet; bassoon and contrabassoon; oboe and English horn; flute and piccolo; piano and celeste; piano glockenspiel; banjo, mandolin and guitar; electric guitar; drums, including tambourines, triangles, castinets, etc., of "regulation outfit"; mallet played instruments; tympany and bass drum where used as a single instrument; tuba and sousaphone; trumpet and fluegelhorn.

TELEVISION

PARITY: All network television scales to have parity with network radio scales.

SINGLE ENGAGEMENTS: Up to local in whose jurisdiction telecast is made.

WEEKLY ENGAGEMENTS: Applicable network radio scale of local in whose jurisdiction telecast is made.

COSTUMING OR MAKE-UP: Increased from $6 to $12 per service.

AUDITION FILMS FOR LIVE SHOWS: Permitted if used only for audition purposes, and if "each is identified with the AFM."

TV FILMS: ". . . Subject to a separate agreement . . . providing for payment to the music performance trust fund of 5% of the gross program revenue of the film, with the understanding that the picture will not pass out of the control of the networks at any time."

REMOTES: All are under jurisdiction of AFM federation, rather than locals.

SIMULCASTS: Increased from $15 to $25 for each commercial simulcast, and from $7.50 to $10 for each sustaining simulcast.

COOPERATIVE PROGRAMS: Same as radio.

PARTICIPATING PROGRAMS: Same as radio.

ARRANGERS, ORCHESTRATORS, COMPOSERS, COPYISTS, etc.: Same as radio.

HOUSTON MEET

Hears NBC Sales Plans

NBC's 1951 radio sales presentation, graphically documented, was exhibited to the network's affiliated stations in the southwest last Tuesday at a meeting in Houston, second of a series of such sessions being held across the country.

Charles R. Denny, NBC executive vice president, presided, stressing the advantages of radio over other media as he had done the previous week in the first meeting of the series in Hollywood [BROADCASTING • TELECASTING, March 12].

Attending the Houston session were:

Jack Harris, KPRC Houston; Harold Hough, WBAP Fort Worth; Martin Campbell, WFAA Dallas; David Wilson, KPLC Lake Charles, La.; George Thomas, and Evan Hughes, KVOL La Fayette, La.; Sylvan Fox, KSYL Alexandria, La.; Buster Harvey, KRIS Corpus Christi, Tex.; Harvey Wheeler, KPRC; George Cranston, WBAP; Barney Ogle, KRGV Weslaco, Tex.; Cecil Beaver, KTBS Shreveport, La.; Aubrey Jackson, KRGV; Archie Taylor, KANS Wichita; Paul Goldman and James Noe, KNOE Monroe, La.; N. L. Carter, WSMB New Orleans; T. B. Lanford, KPLC; E. Newton Wray, WTBS; Harold Wheelahan, WSMB; Tom Kritser, KGNC Amarillo; Ted Taylor, KANS-KRGV; Hugh Halff, WOAI San Antonio; T. Frank Smith, KRIS; Jack McGrew, KPRC; Arden X. Pangborn, WOAI; Roy Dabadie, WJBO Baton Rogue; Gus Brandborg, KVOO Tulsa; Douglas Manship, WJBO; P. E. Mills and A. B. Craft, KPLC.

Tell Radio's Story

(Continued from page 38)

mittee, and Leon Henderson, economic adviser to the group. Mr. Bulova is a one-time owner of WNEW New York.

The witnesses pointed out that excise taxes on the retail level would eliminate the "hidden" tax on the manufacturer's level.

Business Representatives

The business group also includes these members:

Glen McDaniel, RCA vice president, who is to become president of Radio-Television Mfrs. Assn.; Robert C. Tait, president, Stromberg-Carlson Co.; Henry P. Bristol, chairman of the board, Bristol-Myers Co.; J. H. Carmine, executive vice president, Philco Corp.; J. W. Craig, vice president, Avco Mfg. Corp.; F. A. Holme, assistant to the chairman, General Electric Co.; R. D. Siragusa, chairman and president, Admiral Corp.

Mr. McDaniel is chairman of the organization's committee on procedures. Mr. Tait is a vice chairman.

Democrats on the House committee disclosed earlier in the week a speedup drive to get lower chamber approval of a tax boost bill before May 1. This schedule calls for the committee to start a draft of the measure April 2.

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

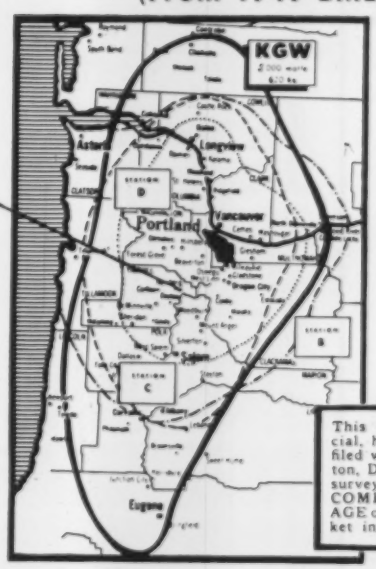
.....in the OREGON MARKET

Newberg, Oregon, second largest city in the northwest corner of the state's lush, prosperous Willamette Valley, lies under the primary domination of KGW. With its numerous industries, including a pulp and paper mill, canneries, fruit and nut dryers, and machinery works, and because of its importance as a trading center for diversified agriculture, Newberg is important to the KGW advertiser. COMPREHENSIVE COVERAGE of this city was proven in a recent Tour-Test, conducted with the cooperation of the Oregon State Motor Association and witnessed by Mr. J. A. Moore, Newberg businessman, shown above with "Miss KGW". Remember, KGW delivers Newberg and the rest of the expanding Oregon Market... through COMPREHENSIVE COVERAGE.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

RADIO'S ROLE

Oklahoma U. Conference Gets Emergency Plan

RADIO'S vital role in the event of a military crisis was outlined in terms of urgency by Charter Heslep, chief of the Atomic Energy Commission's Radio-Television Branch. Mr. Heslep spoke before the 10th Annual Conference on Station Problems at the U. of Oklahoma.

"Communism is mobilized and the United States is not—yet," warned Mr. Heslep. He underscored radio's service as a means of coordinating defense facilities, locally and nationally [BROADCASTING • TELECASTING, March 12].

Turning to the possibility of an atomic attack, the AEC executive said that "radio could save thousands of lives by quelling the panic that would accompany an atomic attack.

"The people should be informed that the radioactivity from an A-bomb explosion would not affect their radio sets, and the public should be advised to keep their radios turned on during an attack so they can receive helpful instructions."

He strongly urged radio men to enlist their services for civil defense and gave the following 10 rules for broadcasters to use in preparing for mobilization and a possible crisis:

Keep your station strong—plow profits into defense.

Keep on the air—prepare for physical emergencies.

Plan to fight panic—lives can be saved if bombs fall.

Build a strong newsroom—your greatest duty is to inform.

Be security conscious—don't be duped by a foreigner.

Preserve your freedom — keep censorship sensible.

Protect your plant—a radio station is a saboteur's target.

Enlist for civil defense—plan for mutual aid.

Work hard, plan harder, and keep calm.

In his address, Mr. Heslep was hewing close to the conference theme selected by Dr. Sherman P. Lawton, Oklahoma U., "Radio Looking Ahead to the Next Decade." Dr. Lawton is coordinator of radio instruction and conference coordinator.

The conference, March 9-11, sponsored by the university and by the Oklahoma Broadcasters Assn., was held at the university campus at Norman.

Curtis Speaks

James R. Curtis, KFRO Longview, Tex., speaking on "Aids to Getting National Sales," advised the 250 registrants to "give all you've got for a reasonable price."

Bill Bryan, KTOW Oklahoma City, who chose the topic, "Programming the Small Station in the Years Ahead," predicted the next few years will require more ingenuity and resourcefulness to sell.

Clarence Wilson, KWCO Chickasha, Okla., in his talk on "Selling Locally," compared selling to farming. "An account requires cultivation, occasional fertilizer and constant care."

Morris Novik, radio consultant, cautioned broadcasters that they must use restraint and fair-play in order to preserve radio's freedom. Mr. Novik spoke on "Freedom of Broadcasting."

Robert J. Burton, BMI vice president, addressing the conference on "Music Copyright and Problems of the Next Decade," said that "the most active group in the copyright field at present is UNESCO." Pointing to a UNESCO meeting in Paris this summer on the possibility of international copyrights, Mr. Burton added that, "We must not be isolationist; we should work with the UN on the copyright problem, but neither should we be suckers."

David R. Milsten, SESAC representative, Tulsa, speaking on "The Future of American Musical Tastes," said that if universal interest in music is to be kept up it will be necessary to bring to the public the type of music it requests.

Other speakers included William O. Wiseman, WOW Omaha; Rowland Broiles, Broiles Advertising Agency, Fort Worth; Edgar T. Bell, KTOK Oklahoma City; Lt. Robert B. Mackall, radio-TV officer, Fort Sam Houston, Tex.; Charles McDowell, ASCAP representative from Dallas; Gene T. Kinney, Associated Press, Oklahoma City, and Ben Chatfield, WMAZ Macon, Ga.

In a telecast over WKY-TV Oklahoma City, E. W. Ziebarth, WCCO Minneapolis-St. Paul; A. H. Caperton, Dr. Pepper Co., Dallas, and John W. Dunn, WNAD-FM, Norman, discussed "The American Way of Broadcasting."

Have You Seen the "Primer"?

Just off the press! Eight pages of facts and figures presented in simple "first grader" style that gives you the low-down on this tremendous market as concerns CKLW and TV. Reading time: 2 minutes! Uses: Unlimited! Write today . . . it's FREE.

50,000 WATTS • 800 KC

CKLW

Guardian Bldg., Detroit 26

Adam J. Young Jr., Inc.
National Representative

★

J. E. Campeau
President

GURNEY TO CAB

Senate Gives Confirmation

AMID a round of tributes to their former colleague, the Senate March 9 unanimously confirmed the appointment of ex-Sen. Chan Gurney (R-S. D.) to the Civil Aeronautics Board for the remaining portion of a term ending Dec. 31, 1952.

Mr. Gurney, who helped found WNAX Yankton, S. D., 25 years ago and who remained active in the radio field until the early '30's, will succeed Harold A. Jones, resigned, at a reported salary of $15,000 per year. Mr. Gurney had been reported available for a key government post since the first of the year. He was defeated in the state's 1950 primaries by Sen. Francis Case (R-S. D.). His confirmation came two days after unanimous approval of the nomination by the Senate Interstate & Foreign Commerce Committee [BROADCASTING • TELECASTING, March 12].

Leonine March

FOLLOWING closely a fire which burned KFMB San Diego out of its studios [BROADCASTING • TELECASTING, March 5], a freak storm brought lightning which struck the KFMB transmitter towers at nearby Grantville, putting the station off the air for more than an hour. On top of that, when employes arrived at the studios next morning, they discovered 50-mile-an-hour winds had huffed and puffed and blown in the front entrance. Stepping over the door, they went on the air as usual.

ANNUAL REPORT

GE Profits, Sales Soar

GENERAL Electric Co., Schenectady, N. Y., and its consolidated affiliates set an all-time record for net profit in 1950, according to the company's 59th annual report submitted by President Ralph J. Cordiner.

Net profits recorded for last year reached $173,424,000—38% more than the previous peak earnings of $125,639,000 for 1949—while net sales jumped 22% over 1949's figure, with a record $1,960,429,000 compared to $1,613,564,000 for the previous year, Mr. Cordiner reported.

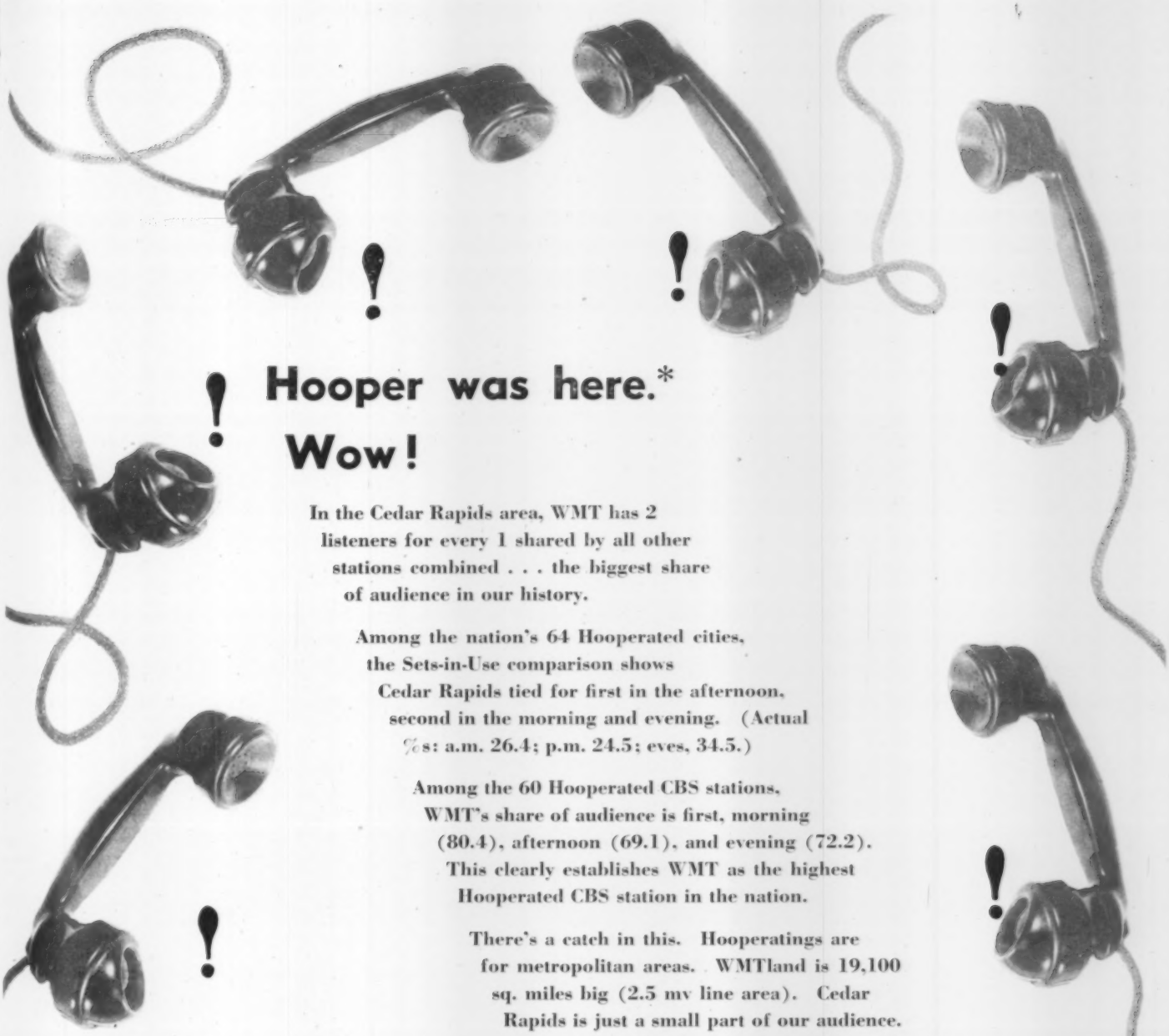
The report, transmitted to stockholders March 8, did not break down the figures for individual General Electric Co. properties which include WGY WGFM (FM) and WRGB (TV) Schenectady.

Net earnings for 1950, Mr. Cordiner reported, were equivalent to 8.7 cents per dollar of total revenue and to $6.01 per share of common stock. Of net profit 56%, or $97,060,000, was declared payable as cash dividends on GE common stock. Amount was equivalent to $3.40 a share for 1950 compared to $2.50 a share declared the previous year. Provision for taxes last year was $299,446,000, largest sum ever recorded for this purpose.

Additionally, expenditures for plant and equipment totaling $58,237,000 were reported by the company, with $51,214,000 provided for depreciation. Net book value of GE's plant and equipment at the close of 1950 was $276,503,000, which was less than the amount spent for those items during the last four years.

RTMA Favors Corps Plan

SUPPORT of the plan to establish a Reserves Specialist Training Corps was urged March 9 by Radio-Television Mfrs. Assn. in letters to Congress. RTMA said the shortage of engineers will be aggravated unless steps are taken to assure a steady flow of graduates from technical colleges.



Hooper was here.*
Wow!

In the Cedar Rapids area, WMT has 2 listeners for every 1 shared by all other stations combined . . . the biggest share of audience in our history.

Among the nation's 64 Hooperated cities, the Sets-in-Use comparison shows Cedar Rapids tied for first in the afternoon, second in the morning and evening. (Actual %s: a.m. 26.4; p.m. 24.5; eves, 34.5.)

Among the 60 Hooperated CBS stations, WMT's share of audience is first, morning (80.4), afternoon (69.1), and evening (72.2). This clearly establishes WMT as the highest Hooperated CBS station in the nation.

There's a catch in this. Hooperatings are for metropolitan areas. WMTland is 19,100 sq. miles big (2.5 mv line area). Cedar Rapids is just a small part of our audience.

For a small part of your budget ($27 per 1-minute Class A commercial, 52-time rate) you can reach rich WMTland. The Katz Agency will be glad to tell you more.

* Oct.-Nov., 1950 rating period

CEDAR RAPIDS

600 KC 5000 WATTS

DAY AND NIGHT

BASIC COLUMBIA NETWORK

DEADLINE

MARCH 31

. . . is the concluding, final, ultimate, last chance for the 1951 YEARBOOK to be included with a subscription to BROADCASTING • TELECASTING. After March 31, the few remaining copies will be sold at $5.00 each. Before it's too late, subscribe now—and get the . . .

1951 BROADCASTING YEARBOOK BONUS

MAIL COUPON TODAY!

BROADCASTING • TELECASTING
879 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please enter my BROADCASTING • TELECASTING subscription immediately and be sure to send the bonus '51 Yearbook as part of this order.

☐ $7 enclosed ☐ please bill

NAME

TITLE

STREET

COMPANY

CITY ZONE State

YEARBOOK Special

"OPERATION CHARLIE," NBC's welcoming party for Charles C. Bevis, new general manager, KOA Denver, drew more than 500 civic and radio leaders [BROADCASTING • TELECASTING, March 5]. In a relaxed mood are (l to r) John West, vice president in charge of NBC's Western Division; Mr. Bevis, James N. Gaines, NBC vice president in charge of owned-and-operated stations, and Lloyd E. Yoder, former KOA chief now manager of KNBC San Francisco.

IRE CONVENES

Over 18,000 Members Set to Attend

MORE THAN 18,000 members of the Institute of Radio Engineers are expected in New York this week to attend the technical meetings, at which 210 papers will be presented, and to view the latest models of electronic equipment on display at Grand Central Palace as part of the IRE's 40th annual convention. Meetings, beginning at 10 this morning (Monday) and continuing through Thursday afternoon, will be held at the Palace, the Waldorf-Astoria and the Belmont-Plaza.

Tuesday might well be labeled "Broadcast Engineers' Day," with a morning session on "Broadcast Transmission Systems," an afternoon panel discussion of the multiple antenna atop the Empire State Bldg., from which six TV stations soon will be telecasting simultaneously, and an evening panel on color television. Speakers and papers scheduled at these meetings were listed in the March 12 issue of BROADCASTING • TELECASTING.

TV Sessions

Convention agenda also includes three TV meetings comprising 15 papers and including a demonstration of the new "ultra-portable" TV pickup equipment developed by RCA. Atomic piles, radar, guided-missile controls, gun-aiming computers and similar military developments will be discussed as fully as is compatible with national security. Other papers will deal with new circuits and component parts permitting continued manufacture of radio and TV receivers and other civilian electronic products, while conserving critical materials.

Three floors of Grand Central Palace will house 276 exhibits with a combined value in excess of $7 million, presented by equipment manufacturers, research laboratories and the government. Included will be elaborate exhibits of the military uses of electronics put on by the Army Signal Corps, Navy and Air Force. Certain to be a focus of attention is a 14-foot scale model of the Empire State "TV totem pole" antenna, which may set a pattern for similar centralized multiple TV transmitting antenna installations in other cities.

Aside from the technical sessions and exhibits, IRE's 1951 convention program includes the annual business meeting on Monday morning, the IRE cocktail party that afternoon, the president's luncheon Tuesday noon and the banquet Wednesday evening, with RTMA Board chairman Robert C. Sprague as principle banquet speaker.

The IRE Medal of Honor for 1951 will be awarded at the banquet session to V. K. Zworykin of RCA for outstanding contributions to national security and to television. The Morris Liebmann Memorial Prize will go to R. B. Dome of General Electric Co. for his work in TV and FM broadcasting. A. B. Macnee of the U. of Michigan will receive the Browder J. Thompson Memorial Award; Marcel J. E. Golay of the Signal Corps the Harry Diamond Memorial Award, and W. W. Harman of the U. of Florida the Editor's Award.

IRE Fellowships will be presented to 41 IRE members:

Robert Adler, Zenith Radio Corp.; J. G. Brainerd, U. of Pennsylvania; C. G. Brennecke, North Carolina State College; R. D. Campbell, AT&T; R. W. Deardorff, Pacific Tel. & Tel. Co.; John H. DeWitt Jr., WSM Nashville; Harold F. Elliott, consulting engineer; Clifford G. Fick, General Electric Co.; E. L. Ginzton, Stanford U.; William M. Goodall, Bell Telephone Labs; John T. Henderson, National Research Council, Ottawa, Can.; C. J. Hirsch, Hazeltine Electronic Corp.; William E. Jackson, Civil Aeronautics Administration; J. B. Johnson, Bell Telephone Labs; A. G. Kandoian, Federal Telecommunications Labs; C. E. Kilgour, Crosley Div., Avco; T. J. Killian, Office of Naval Research; J. B. Knox, RCA Victor Div.; V. D. Landon, RCA Labs; George Lewis, St. Michaels, Md.; Harry R. Lubcke, Don Lee Broadcasting System; David C. G. Luck, RCA Labs; John F. Morrison, Bell Telephone Labs; G. A. Morton, RCA Labs; G. W. Olive, Canadian Broadcasting Corp.; O. W. Pike (deceased), General Electric Co.; L. E. Reukema, U. of California; H. W. G. Salinger, Farnsworth Research Corp.; Otto H. Schade, RCA Victor Div.; Dominic F. Schmit, RCA Victor Div.; W. E. Shoupp, Westinghouse Electric Corp.; P. F. Siling, RCA Frequency Bureau; H. R. Skifter, Airborne Instruments Labs; B. R. Teare, Carnegie Institute of Technology; Gordon N. Thayer, Bell Telephone Labs; Henry P. Thomas, General Electric Co.; William C. Tinus, Bell Telephone Labs; Ernst Weber, Polytechnic Institute; R. H. Williamson, General Electric Co.; W. T. Wintringham, Bell Telephone Labs; G. A. Woonton, McGill U.

Women's Forum

INNOVATION of the 1951 IRE convention will be the women's forum, to be held at 10 a.m. Thursday at the Waldorf-Astoria, for wives and other feminine guests of the convening engineers. Nadine Miller, director of press and public relations for C. E. Hooper Inc.; Beatrice A. Hicks, president of the Society of Women Engineers, and Mildred McAfee Horton, former head of the WAVES and ex-president of Wellsley who is currently NBC's first woman board member, will address this meeting. On Monday the IRE's women guests will be given an afternoon party at the Waldorf and on Wednesday a tour of the Waldorf, a luncheon and fashion show and choice of matinees.

REGIONAL MEET

IRE to Convene in Boston

FIFTH annual Radio Engineering Meeting of the North Atlantic Region, Institute of Radio Engineers, will be held April 21, at the Copley Plaza Hotel in Boston.

Among scheduled speakers are Donald B. Sinclair, chief engineer, General Radio Co., Cambridge, Mass.; Robert B. Dome, General Electric Co., Syracuse; Howard Schultz, physics department, Yale U.; William Higgenbotham, Brookhaven National Lab, Upton, Long Island, N. Y.; William A. Meissner, New England Deaconess Hospital, Boston, and John W. M. Bunker, Massachusetts Institute of Technology, Cambridge.

Chester W. Rice

CHESTER W. RICE, 65, former research engineer for the General Electric Co. and noted inventor, died in Boston March 9. A son of the late E. W. Rice, former president of that company, he was living in retirement. Mr. Rice was credited with developing a sonic locator for ships and planes along the radar principle, and worked on radio, submarine detectors and radar, in which fields he held numerous patents.

The WWJ market is the fabulous DETROIT market, where one million families spend 3 billion dollars annually in retail stores. It is an industrial market where more than one million workers are paid the highest wage rate of the nation's five largest cities . . . with factory workers averaging over $75 weekly! It's a busy market that is currently at capacity production of new cars and trucks . . . a long-range market with well over a billion dollars in defense orders placed for completion in this area.

This is the market-place that WWJ has been selling so effectively for the past thirty years . . . and is still doing it today! Renewals by steady advertisers show it. Results for YOUR products can prove it to YOU! *Get a list of availabilities . . . today on WWJ!*

FIRST IN DETROIT — Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

Associate Television Station WWJ-TV

WWJ AM-FM
Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WSAZ Huntington played host to the one-day meeting of the WVBA. An informal get-together included these host and visiting radiomen (l to r): Mr. Rosene, Mr. Beacom, Mr. Smith and Walker Long, secretary-treasurer of WSAZ-TV.

• • •

Cussed Wires

CROSSED wires attracted the attention of national news services fortnight ago when it was reported that KMYR Denver gave its listeners an unexpected description of telephone wiring, explained in rather harsh language. According to the report, a KMYR program was interrupted by a strange voice: "X?xx! These xxxxx wires always give me fits . . ." While studio executives listened in horror, a second mystery voice joined the uncensored conversation. Two telephone workmen repairing wiring had tapped into the station's transmission lines and their small phones acted as microphones, broadcasting their conversation.

WOMEN'S SESSION

New Group Meets April 6-8

FIRST convention of the new American Women in Radio & Television, outgrowth of the former NAB Assn. of Women Broadcasters, will be held April 6-8 at the Hotel Astor, New York, according to Agnes Law, chairman of the AWRT Steering Committee.

All women employed in radio and television and related fields are eligible to attend. Copy of the constitution and by-laws will be mailed shortly. AWRT chapters are being formed all over the nation.

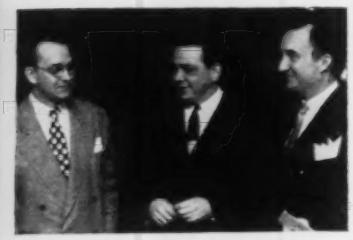
Registration for the three days will cost $10.

Proceedings open Friday morning, April 6, with a visit to the new United Nations building and U. S. delegation headquarters. After a reception and buffet supper, an evening meeting will be held, covering broadcasts by women in other countries.

A breakfast meeting will be held Saturday, followed by a business meeting and adoption of the constitution and by-laws. Luncheon will precede a fashion show. Other Saturday events include a reception, buffet supper and an evening meeting to be addressed by speakers from radio, TV and government.

Sunday's agenda includes breakfast, business meeting and election of officers, with adjournment at 1 p.m.

Hosts for various functions will include the greeting card industry, Grocery Mfrs. Assn., Servel, Better Shoe Guild, New York Dress Institute, Millinery Stabilization Committee, food and beverage industries, and others.



Outgoing president of the WVBA, Mr. Clinton (l), discusses association matters with two re-elected directors (l to r) Mr. Rine and Mr. Gray.

WVBA MEET

Medical Reporting Code Set; New Officers Elected

MANPOWER problems and adoption of a "code of ethics" governing radio-press medical relations, as well as election of new officers, highlighted a meeting of the West Virginia Broadcasters Assn. at the Frederic Hotel in Huntington, W. Va., March 10.

Officers elected for the new term were Joe L. Smith Jr., WJLS-AM-FM Beckley and WKNA-AM-FM Charleston (The Personality Stations), president; J. Patrick Beacom, WVVW and WJPB (FM) Fairmont, vice president; and Miss Alice Shein, WBTH Williamson, secretary-treasurer. Nine directors also were named. Mr. Smith succeeds George Clinton, WPAR Parkersburg.

The association voted to set up a personnel pool for West Virginia broadcasters, with Miss Shein delegated to maintain a file of applicants. WVBA also is on record favoring the relaxation of engineering standards to permit third-class operators to be used as during the last emergency. Group also agreed to transmit a letter congratulating Leonard Kapner, WCAE Pittsburgh, on his election as District 3 director of NAB.

New Directors

Directors named during the one-day session were: Jack Reynolds, WKWK Wheeling, Dist. 1; Glacus Merrill, WHAR Clarksburg, Dist. 2; Bert Sonis, WTIP Charleston, Dist. 3; Mel Barnett, WLOH Princeton, Dist. 4; Emile Hodel, WCFC Beckley, FM stations; Marshall Rosene, WSAZ-AM-TV Huntington, TV stations; Bill Rine, WWVA Wheeling, large stations; George Gray, WKNA Charleston, medium stations; Flem Evans, WPLH Huntington, small stations.

Text of the "Doctor-Press-Radio Code of Ethics," adopted earlier this year by the West Va. Medical Assn. and Medical - Press - Radio Conference, is as follows:

(1) Designated spokesmen for state and county medical societies to be available to representatives of the press and radio to give information promptly on health and medical subjects.

(2) In matters of private practice, the wishes of the attending physician or surgeon will be respected regarding the use of his name or a quotation.

(3) Members of the staff of each hospital will, in the absence of—or at the request of—attending physician, designate official spokesmen who shall be competent to give authoritative information to the press and radio about emergency or unusual cases at any time, but will not jeopardize the hospital-doctor-patient relationship or violate the confidence, privacy or legal rights of the patient.

(4) Representatives of the press and radio recognize that the first obligation of the physician and hospital is to safeguard the life and health of the patient and they will refrain from any action or demands that might jeopardize the patient's life or health.

Walter S. Chambers

WALTER SCOTT CHAMBERS, 80, president of WCTW (FM) New Castle, Ind., and publisher of *The New Castle Courier-Times*, died last Tuesday after a two-year illness. Active in Indiana Democratic politics, Mr. Chambers served 24 years as a state senator after being elected in 1914. He is survived by his widow; two sons, Scott B. Chambers, WCTW general manager, and Walter S. Chambers Jr.; three daughters, and a sister, all of New Castle.

Going Up In Altoona!

LATEST SURVEY* SHOWS WVAM WITH GREATEST PERCENTAGE GAIN OF ANY ALTOONA STATION.

BECAUSE:

As Altoona's only full-time 1000 watt station, WVAM reaches *more central Pennsylvania families.*

BECAUSE:

Top rated CBS shows, plus strong local programming, *mean more listeners.*

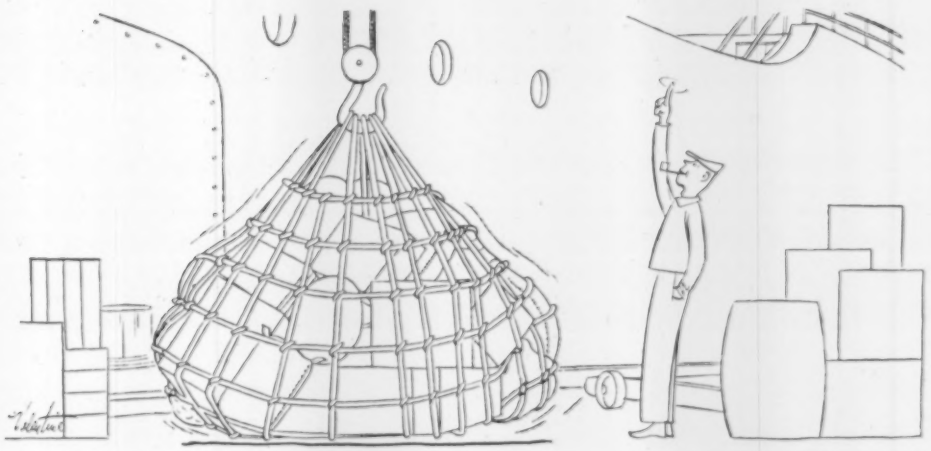
WHY NOT LET WVAM SELL CENTRAL PENNSYLVANIA FOR YOU?

*Conlan Report, Jan. 14-20, 1951

WARD JOHNSTOWN CBS WVAM ALTOONA

Represented by Weed and Company

There is always a most efficient way to do a job . . .



For your SELLING job in this top U. S. market use WTIC . . .

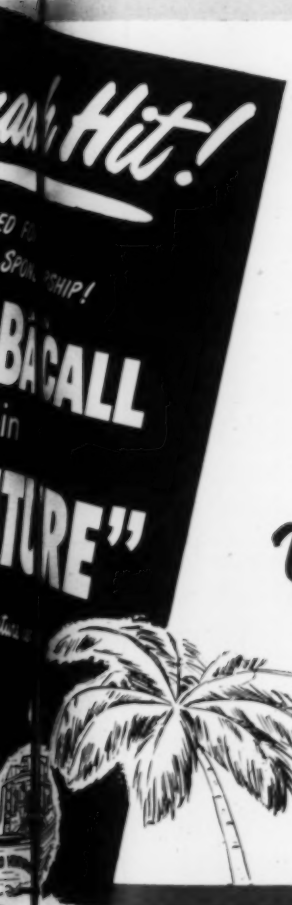
because

WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

WTIC's 50,000 Watts represented nationally by Weed & Co. • Paul W. Morency, Vice-Pres.—Gen. Mgr., Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

ZIV's NEW "BO
WITH BOGAR
AMAZES ENTI

LD VENTURE"
RT AND BACALL
RE INDUSTRY!



Over 400 markets sold in just 90 days!

Bought by *RADIO STATIONS!*

such as WDSU New Orleans; WOW Omaha; WGST Atlanta; WMPS Memphis; WNOX Knoxville; WSGN Birmingham; KLZ Denver; KEX Portland—who know that Bold Venture means higher ratings, more renewals and easier sales.

Bought by *REGIONAL ADVERTISERS!*

such as Rhodes Furniture Co.; Log Cabin Bread; Southern Dairies; Donovan Coffee Co.; Oklahoma Gas and Electric Co.; Seaboard Beverage Co.; Fleetwood Coffee Co.—who assure themselves of quality, audience and increased sales.

Bought by *AD AGENCIES!*

such as Maxon, Inc. for Pfeiffer's Brewing Co.; Campbell-Mithun for Hamm's Beer; Harold Kirsch Agency for Bardahl Oil Co.; Bozell and Jacobs for Storz Brewing Co.—who know that this great show delivers you mat merchandising opportunities.

Bought by *LOCAL ADVERTISERS!*

leaders in their field such as Heineman's Dept. Store, Jonesboro; Jordan and Booth's Men's Store, Shreveport; White Way Cleaners, Minneapolis; Standard Mattress Co., Hartford—who get a big name, network calibre show at a fraction of its original cost.

Your market may still be available! Wire your order today!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

editorial

No Better Buy

AS THIS publication predicted a week ago, the ANA's new report on radio time values (reported elsewhere in this issue) avoided the one issue upon which there can be no debate—that despite the inroads of television, radio still gives an advertiser more for his money than any other national medium.

There cannot be any quarrel with the ANA's basic conclusion that radio is losing audience to television. There can, however, be a very proper disagreement with the thesis that rates ought to diminish in direct proportion to the decrease in listeners.

Radio rates, like those of other media, must be related to the rates of all media. That being so, there is no reason whatever for a reduction in national network charges at this time.

In this publication last week was a CBS report showing that radio today reaches 591 people per dollar, magazines reach 365 for a dollar, and newspapers only 249. The margin of radio's advantage in such a comparison a year ago, two years ago, was even greater. The margin still justifies present rates.

The loss of audience to television in the past two years has, in effect, meant an increase in the cost of radio advertising, since network rates have remained unchanged in that time (and for many years before). There would be reason for advertiser alarm at that development were it not for the fact that in the same interval the costs of other media have soared—the result of rate increases which in many cases were not based on proportionate growth of circulation.

We wonder if any advertiser can point to any service or commodity he uses in his business that has not increased in cost?

The fact is that the price of radio has been remarkably stable, in relation to other avenues of advertising, in a period characterized by rampant inflation throughout the economy.

Radio, gentlemen of the ANA, costs more than it used to, but it demonstrably is still your best buy.

Ice Moving Out?

IN THE STIR created by the disclosure that FCC is poised for the momentous step toward lifting its 29-month-old television licensing freeze, a word of caution is desirable.

First, the Commission at the moment appears to be more unpoised than poised. A new channel allocation plan which was described as virtually a *fait accompli* 10 days ago has now come unstuck. Last week it was reported to be undergoing bureaucratic surgery, or face-lifting, and the prognosis was uncertain.

But that is a temporary condition.

Whether this week or later, a new allocations table will be forthcoming. The important thing to remember is that, unless the Commission renounces all the procedural policies it has held dear since September 1948, then we are still months away from the grant for the nation's 108th television station.

For allocations proposals take hearings, and before hearings the licensees, applicants, and would-be applicants will be given a chance to oppose the proposed plan, or parts of it, and they will also have an opportunity to answer the oppositions thus filed. After hearings, FCC must weigh all the conflicting proposals it has heard, and come up with a final plan. Then the Commission has said it will hold the door open for 60 days for new applications before cranking up its licensing machinery.

There's a good chance that when the new applications have been toted up, the Commission and the applicants will find that in most major markets, and many others, the number of applicants exceeds the number of channels available—or at least the number of VHF channels—with the result that competitive hearings will be necessary. And there go so many more months between now and the actual issuance of TV grants.

There are reports that FCC plans to thaw out the UHF at once, while keeping VHF on ice. Such a move of course would be at odds with the principle of the freeze itself—that is, to retain flexibility in order to work out the best possible overall allocation.

Concurrent reports say FCC plans to open up some 70 UHF channels—meaning all of the UHF TV band—instead of the 42 it originally proposed. Thus it might be able to argue that it has enough channels to guarantee, in the UHF, the flexibility which has been its byword in denying pleas for an early VHF thaw.

From last week's frenzy, we would judge that final answers to these and corollary questions have not yet been reached.

At this point, patience would seem to be the guideword for all of those within the regulation of the Commission. Patience and, of course, fortitude.

Fiddle-dee-$$$

THE FACT that James C. Petrillo last week vetoed strike votes against radio and television networks by two rebellious locals and settled with the networks for less than the locals had demanded should not be taken as an indication that the czar of music has suddenly softened, either in the head or the heart.

A close look at the terms of the settlement shows that Mr. Petrillo is as realistic as ever. He is a man who wants the moon, but is patient enough to take it a piece at a time.

For one thing, the agreement introduces into the broadcasting business the principle of paying tribute to people who don't work. The networks agreed to pay into the AFM music performance trust fund 5% of the gross program sales revenue of all motion picture films made for television.

In relation to the total volume of business done by the networks, the 5% royalty on films will not amount to much. The unsettling thing about it is that it establishes a precedent in the broadcasting industry. It would be woolly thinking indeed to hope that Mr. Petrillo will not treat it as such in future negotiations.

Doubtlessly the networks feared that the alternative to acceptance of the royalty principle—which was established throughout the phonograph record industry several years ago after a 20-month musicians' boycott—was a strike. No matter what the alternative, resistance to the proposal now would have been less costly than acquiescence.

The networks also agreed to a 15% wage scale increase that will elevate staff musicians' salaries into such an executive level that fiddlers will probably start coming to work in white-piped vests and cutaways. For a 25-hour week a staff musician will be paid $220.17. That will amount to $11,448.84 per year, unless, of course, he works overtime in which case he will make more money.

Television scales, which used to be 95% of radio scales, were established at parity, meaning that TV musicians got a 20% pay raise.

It is not easy to imagine the total dimensions of the moon that Mr. Petrillo yearns for, but whatever they are, the piece of it he got last week ought to hold even him for a while.

our respects to:

ERNEST LEE JAHNCKE JR.

NOT SO LONG ago a letter addressed, "Astonishing Luck, ABC, New York," was delivered to Ernest Lee Jahncke Jr., the network's vice president in charge of radio. He received it with the equanimity of a man to whom it has happened before.

After the amphibious landing on Southern France during the last war, Commdr. Jahncke was aboard a ship on which a British officer proposed the toast: "Astonishing Luck!" He was referring to the ship's having survived another invasion, and the phrase struck the commander standing nearby as particularly felicitous. It became his "tag-line."

Signing an occasional letter today, in which the phrase has replaced "sincerely yours," Mr. Jahncke remarks that "it can work either way."

But if luck is a factor, it would appear to have worked only one way for him. A network vice president at 37, only 12 years (with 4½ out for wartime Navy duty) after entering the field, his career is, to say the least, hardly "average." While presiding over ABC's 296 radio affiliates, Mr. Jahncke supervised extension of the television network from coast to coast.

How he came to such a pass in radio and television is not particularly explained by his background. Born Aug. 8, 1912, in New Orleans, where he attended public schools and graduated in 1928 from New Orleans Academy, he appeared destined by family background for public life. Through his mother he was directly related to Secretary of War Stanton in the Lincoln Cabinet. His father, successful as a ship builder and in the building supply business, and one of New Orleans' "vanishing" Republicans who wouldn't "vanish," served as Assistant Secretary of Navy in the Hoover administration. Young Jahncke obtained a broad view of life practically before anything else—something of a record in New Orleans, which emphasizes the amenities.

At 15, facing an ordeal for which most applicants find special preparation to be a wise precaution, he entered Severn School near Annapolis to prepare for Naval Academy entrance examinations. But not until he "almost" had attended Tulane U. in New Orleans, as did the rest of his family; and had been made a member of Sigma Alpha Epsilon, the social fraternity whose Tulane chapter his father had helped found.

Admitted subsequently to the Naval Academy, where he became the fifth youngest plebe, Midshipman Jahncke enjoyed his first

(Continued on page 75)

where there's smoke . . . .

. . . you find people using the products of the Carolinas' mammoth tobacco industry. Prosperous tobacco farmers and tobacco workers are among the 3,000,000 Carolinians whose loyalty to WBT makes it the biggest single advertising medium in the two states.

WBT CHARLOTTE

COLOSSUS OF THE CAROLINAS

JEFFERSON STANDARD BROADCASTING COMPANY

REPRESENTED NATIONALLY BY RADIO SALES

front office

AARON RUBIN has been elected assistant treasurer ABC it was announced last week by C. NICHOLAS PRIAULX, vice president and treasurer. Mr. Rubin has been assistant to the treasurer and has been with ABC since its formation.

BOB McCLARY, sales department KCOL Ft. Collins, Col., appointed sales manager succeeding DAVE SCHLOTHAUER, appointed national executive director of AMVETS. BILL HANSEN, continuity chief, appointed to sales staff. PEGGY HUNT replaces Mr. Hansen.

Mr. McClary

JOHN CARLILE appointed to sales service staff WFEC Miami. He was with CBS.

RON SMITH, salesman WERE Cleveland, to WTAM Cleveland in same capacity.

GEORGE HANSEN, classified sales staff *Omaha World-Herald*, to sales staff KMTV (TV) Omaha.

RAY JOHNSON, chief engineer KMED Medford, Ore., appointed assistant manager.

SEARS & AYER Inc., Chicago, appointed national sales representative for KWHN Fort Smith, Ark.

BOB GEARSON, time salesman WSB-AM-TV Atlanta, called to active duty with Air Force.

EUGENCE C. LITT, timebuyer Kenyon & Eckhardt Inc., N. Y., appointed sales executive Independent Metropolitan Sales, N. Y. Independent Metropolitan Sales has moved to new offices at 60 E. 42nd St.

GEORGE C. COLLIE, AM-TV merchandising manager WOAI San Antonio, appointed to radio sales staff, succeeding J. MILLARD BISHOP, recalled to active duty with Air Force [BROADCASTING • TELECASTING, March 5]. DOUGLAS FLEMING, program and merchandising manager KABC same city, replaces Mr. Collie. PAUL ADAMS, advertising department *San Antonio Light*, appointed to TV sales service staff.

J. I. MEYERSON appointed general manager KOME Tulsa, Okla. He was assistant to publisher of *Muskogee Phoenix & Times Democrat*, and KBIX Muskogee, Okla. He replaces DICK CAMPBELL who has been invited to remain with station in executive capacity.

Mr. Meyerson

FRED MOSIMAN, salesman WLBH Mattoon, Ill., to sales staff WMIX Mt. Vernon, Ill.

DANIEL E. SCHMIDT III, Atlanta and New York offices George P. Hollingbery Co., to sales department WOR New York, as account executive.

MORRIS MILLER has become associated with law firm of Lucas & Thomas, Washington. He will work under the supervision of Scott Lucas, former Senator from Illinois.

HELEN MOBBERLEY, assistant to general manager WWDC Washington, to sales staff WTTG (TV) same city.

ANN RUTLEDGE, copywriting department WTVJ (TV) Miami, moves to sales department.

WALKER Co., N. Y., named exclusive national representative, effective immediately, for WDOK Cleveland.

Personals . . .

GEORGE WALLACE, advertising and promotion manager NBC, will speak March 29 on "Selling Network Radio in 1951," at sales promotion and merchandising luncheon session of American Marketing Assn., New York Chapter, Hotel Shelton. . . . GORDON McLENDON, president LBS, made honorary citizen Dennison, Tex., in honor of his work in sports announcing. . . . JACK WILEY, sales staff WCAU Philadelphia, and MILLIE ANDERSON, WCAU secretary, to be married.

NED CONNOR, general manager KRKD Los Angeles, in St. Luke's Hospital, Pasadena, recuperating from leg operation. . . . ROBERT LEE, manager, and LEIGH STUBBS, program director CHUM Toronto, married March 9. . . . BOB RUDOLPH, salesman, and PEGGY TAYLOR, KEX Portland, Ore., married. . . . ROBERT LEE, manager, and LEIGH STUBBS, program director CHUM Toronto, married.

Put Yourself on a spot!

Reach 1,000 radio homes for 44¢*

WINS spots move mountains of everything—from collar buttons to "Constellations"—fast! Let us give you examples!
WINS spots have a high Pulse but a low rate per thousand homes. Let us show you!
WINS spots, in other words, sell more, cost less.
Get the straight facts on a WINS spot buy.
Call your WINS representative
. . . see him when he calls!

*Source: Pulse of N. Y.—Dec., 1950

Buy WINS . . . it Sells!

WINS 50KW New York

CROSLEY BROADCASTING CORPORATION

NEW AM OUTLETS

Examiner Recommends

NEW AM stations for Columbus and Wellston, Ohio, are recommended in an initial decision by Hearing Examiner Elizabeth C. Smith, announced by FCC.

Sky Way Broadcasting Corp. would receive 1 kw daytime on 1580 kc at Columbus for the city's first new AM station since 1922 while Stephen H. Kovalan would be granted 250 w daytime on 1570 kc at Wellston, a city of 5,537 persons without a daytime primary service. Mr. Kovalan is foreman in Hazel-Atlas Glass Co., Clarksburg, W. Va. Sky Way is permittee of WVKO (FM) Columbus.

Neither station would cause objectionable interference to any other existing or proposed outlet, the decision found.

As to overlap of the 0.5 and 2.0 mv/m contours of the Columbus outlet and the 0.5 mv/m contour of the WONE Dayton, Ohio, under partial common ownership, the examiner ruled the area involved is served with primary signals by 9 to 17 other stations and Sec. 3.35 of FCC's rules (forbidding dual ownership in the same area) should not apply.

The initial decision found that this overlap area involved 1,109 sq. mi. with a population of 60,099, or 34.5% of the area and 12.1% of the population to be served by the Columbus station. The examiner also found the proposed Columbus station would not fully meet FCC's engineering standards as to minimum signal required in the industrial and business areas, but held this should not preclude a grant.

The four stockholders (38%) of Sky Way who also hold interest (63.5%) in WONE are: Gustav Hirsch, Sky Way president; Ronald B. Woodyard, WONE president; Loren M. Berry, WONE vice president, and J. Frank Gallaher, WONE secretary-treasurer.

BAB Distributes Replies

BROADCAST Advertising Bureau has distributed over 7,000 copies of its reply to the Pittsburgh story of American Newspaper Publishers Assn. BAB investigated the Pittsburgh situation after ANPA claimed business had fallen apart in the city during the October newspaper strike.

We are in a state of Emergency.
We must build our military strength—and,
at the same time, we must keep our economy strong
for the long pull. Inflation bleeds both!

One way to hit at the heart of

Inflation —

more production

Right now, our nation faces a tremendous production job.

We have been producing at near-capacity to meet our civilian demands. Now we must also produce guns, tanks, planes and other war materials to build our military strength.

How do we do it?

We must shift part of our production from peacetime to war goods. This means fewer civilian goods to buy until we can increase our production of both defense and civilian goods.

Increased production calls for improved management and labor skills, more factories, expanded plants, and new machinery.

If Government, management and labor pull together—if every one of us works harder, accepts the fact that living is going to be tougher—we can do the job!

What's more, by increasing production, by making supply catch up with demand, we not only make America stronger, we also do much to help to check Inflation.

5 more things that must be done to check Inflation—even with price controls

1. **Support increases in taxes:** To put our Government on a "pay-as-you-go" basis.
2. **Maintain credit curbs:** To reduce the competition for civilian goods.
3. **Increase personal savings:** To provide investment money for greater production and to lessen the demand for goods.
4. **Buy only for real needs:** Overbuying only increases shortages, and adds to the inflationary pressures.
5. **Cut non-military expenditures:** To provide money for vital military needs and to hold down tax increases and borrowing.

These things won't be easy for any of us to do. We must also forego increased wages and profits unless they are the result of increased production. But everybody will agree it's worth sacrificing to prevent the Sixth Column Enemy—INFLATION—from bleeding our economy.

★ ★ ★ ★

This message is one of a series on Inflation brought to you by the life insurance companies and their agents, who believe that keeping America strong is the job of each and every one of us.

You can help check Inflation by doing your part and by letting your representatives in Government know that *you* support every action they take to stop Inflation—The Sixth Column Enemy.

Institute of Life Insurance

488 Madison Avenue, New York 22, N. Y.

★ ★ ★ ★

JIMMY DURANTE
"Four Star Review," NBC

Microphone of the STARS

RCA's new ribbon-pressure

"STARMAKER"

. . . a ribbon-pressure microphone that is so slim . . . so skillfully styled . . . so unobtrusive . . . you must look twice to see it.

Despite its slim construction, the STARMAKER meets the exacting quality standards of other RCA professional Broadcast microphones. Pick-up is non-directional. Frequency response is substantially uniform, 50 to 15,000 cps. It is free from wind rumble and air blast . . . and virtually impervious to mechanical shock.

The STARMAKER fits any standard microphone stand . . . can be used in place of any RCA microphone. *No extra attachments needed.*

For delivery information call your RCA Broadcast Sales Engineer, or write: Department PC-19, RCA Engineering Products, Camden, N. J. (In Canada write: RCA Victor Limited, Montreal.)

RCA

RADIO CORPORATION of AMERICA

'TRUTH' DRIVE

Radio Advisory Group Is Formed

THE GOVERNMENT last week called on the commercial radio industry —and at least one prominent executive from the advertising agency field —to help sell America's "truth campaign" overseas.

At the same time a House Appropriations emergency subcommittee set tentative hearings this week on President Truman's $97.5 million request for additional broadcast facilities and the "final links in a ring" of transmitters earmarked to penetrate the Iron Curtain and other countries through the Voice of America [BROADCASTING • TELECASTING, March 12].

As part of its recent drive to utilize the services of private industry, the State Dept. last Tuesday announced the formation of a Radio Advisory Committee of the U. S. Advisory Commission on Information. The committtee is headed by NAB President Justin Miller and comprising 12 other executives from network, station and other groups.

Earlier, the department confirmed the appointment of Thurman L. Barnard, executive vice president of Compton Advertising Inc. and former OWI director, as a consultant on special projects relating to the U. S. information program [BROADCASTING • TELECASTING, March 12].

Other members of the radio advisory unit—one of a number of media panels created by the State Dept. — are: William S. Paley, board chairman, CBS (who also is chairman of the President's Materials Policy Commission); Theodore C. Streibert, board chairman, MBS; Charles Denny, executive vice president, NBC; Edward Noble, board chairman, ABC; Wesley I. Dumm, president, Associated Broadcasters Inc. (KSFO San Francisco); Jack W. Harris, general manager, KPRC Houston; Henry P. Johnston, general manager, WSGN Birmingham; John F. Patt, president, WGAR Cleveland; G. Richard Shafto, general manager, WIS Columbia, S. C.; Hugh B. Terry, vice president and general manager, KLZ Denver; Mefford R. Runyon, executive vice president, American Cancer Society; Donley F. Fedderson, president, University Assn. for Professional Radio Education, Northwestern U., Evanston, Ill.

Judge Miller, the logical choice to head up the radio group in lieu of his membership on the overall Advisory Commission on Information, has already begun a tour of duty for the State Dept., calling for inspection of Voice facilities and service in Mexico and Latin America. He is expected to return March 24.

The radio committee is slated to meet periodically with department officials, reviewing policy and technique and possible methods of strengthening them. The unit also will take an active part in familiarizing the American public, through broadcast facilities, with "aims, scope and effectiveness of the information program." Private radio's role in aiding the government's sprawling effort will be explored in all facets, it was explained, under the general supervision of Edward W. Barrett, Assistant Secretary of State for Public Affairs.

Progress Report

While the State Dept. moved to imbue the Voice with a magnetic selling personality, a second Congressional group prepared to hear a progress report on the efficiency of the foreign information arm.

A joint Congressional public affairs subcommittee, chairmaned by Sen. Brien McMahon (D-Conn.) and Rep. A. S. J. Carnahan (D-Mo.) —key members of the Senate Foreign Relations and House Foreign Affairs Committees—have called hearings for today (Monday), with Secretary Barrett and other officials slated to appear.

In other developments:

• Rep. Tom Steed (D-Okla.) urged his House colleagues to familiarize themselves more closely with the "important" work being conducted by the Voice and quoted testimonials by David Sarnoff, RCA board chairman, and others to support his views.

• Rep. Edwin Arthur Hall (R-N. Y.) introduced a bill, referred to the House Foreign Affairs group, which would authorize Voice officials to prepare a series of "truth" pamphlets for overseas consumption.

• The Voice inaugurated programs in Portuguese and Swatow (Chinese) dialects and stepped up transmission schedules to France, Hungary, Turkey, Italy and England. Additions raise the output to 37 hours-55 minutes daily in 29 languages and dialects.

• An anti-Kremlin underground refugee group—"Radio Free Russia" —disclosed it is using a mobile unlicensed station to beam programs to Soviet troops in Germany. Group claims it covers themes untouched by the Voice or BBC because it is not hampered by diplomatic amenities.

AGENCY LEAGUE

Formed by New York Group

FIRST meeting of the newly organized League of Advertising Agencies Inc., New York, representing a score of smaller agencies which seek to promote greater effectiveness on the local level, was held last Thursday at the Midston House in New York.

Topic for discussion was "Advertising Agency Networks." Future plans include a meeting on "How Small Accounts Can Use Radio and Television." The league will hold frequent meetings under a charter which extends to the membership scope outside of New York.

Key officers of the group, formed within the past fortnight, are Joseph M. Russakoff, Vanguard Adv., New York, president, and Harry Waterston, Waterston & Fried, first vice president. Other officers include: Ken Rader, Kenneth Rader Co., second vice president; S. Duane Lyon, of S. Duane Lyon Inc., third vice president; Bert Brisch, Will Burgess & Co., treasurer; Max B. Perlman, M. B. Perlman Co., executive secretary, and Gloria Sobelman, Stevens Adv., secretary.

High dues and national operation of an organization such as the American Assn. of Advertising Agencies necessarily eliminates many of the smaller agencies from membership, Mr. Russakoff pointed out, adding that no attempt is being made to compete with any other agency group.

* * *

OFFICERS of the newly formed League of Advertising Agencies Inc. are (l to r): Dr. Herbert Minot, legal counsel; Bert Frisch, Will Burgess & Co., treasurer; M. B. Pearlman, The M. B. Pearlman Co., executive secretary; J. M. Russakoff, Vanguard Adv., president; Gloria F. Sobelman, Stevens Adv. Inc., secretary; Harry Waterston, Waterston & Fried, first vice president; Kenneth Rader, The Kenneth Rader Co., second vice president; Louis Zasloff, legal counsel, and S. Duane Lyon, S. Duane Lyon Inc., third vice president.

MARCH 19, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

Little Man: "Tell me, Officer, what do you know about WOR-tv's 'Merry Mailman' on channel 9?"

Officer: "Well, me lad, all I know is that it's one of New York's fastest-growing kid shows. I know that in a little over 4 months, its rating jumped from 1.4 to 3.9* and during the past 4 weeks it pulled about 12,000 pieces of mail."

Little Man: "I guess that's big stuff on tv?"

Officer: "Big stuff's no name for it, man. It's just a sample of the power of WOR-tv, in New York. It's the best local, early-evening, kid show buy on TV today."

WOR-tv,
channel 9

**Telepulse*

1

2

3

4

5

television's economy packages

Television too expensive ?

Let's see. Suppose your budget is under $1000 per week. Suppose you want to reach people in eight of the largest television markets . . . like New York, Chicago, Philadelphia, Los Angeles. Impossible ? Not at all.

For $817.50 per week you can participate in *all*—that's right, *all*—of the eight top-ranking TV programs pictured above. The potential circulation for your advertising message is over 6,000,000 TV sets. Economy ? Definitely.

Your NBC Spot Salesman has all the details on television's leading daytime spot buys in the nation's major markets.

6

7

8

Interested ?

Then dial NBC Spot Sales:

Circle 7-8300 in New York
Superior 7-8300 in Chicago
Cherry 1-0942 in Cleveland
Hollywood 9-6161 in Hollywood
Greystone 4-8700 in San Francisco

pwc

VARIETY

1 Date in Manhattan
11 AM-12 Noon, Mon.-Fri.
WNBT, New York

2 Norman Ross Varieties
11:30-12 Noon, Mon.-Fri.
WNBQ, Chicago

3 Whirligig
2:30-3:00 PM, Mon.-Fri.
WPTZ, Philadelphia

4 Notes and Keynotes
12:30-1:00 PM, Mon.-Fri.
KNBH, Hollywood

5 Easy Aires
1:15-1:30 PM, Mon.-Fri.
WNBK, Cleveland

6 Herson in Person
2:00-3:00 PM, Mon.-Fri.
WNBW, Washington

7 Tucker Talk
2:00-2:25 PM, Mon.-Fri.
WBZ-TV, Boston

8 Rollin' with Stone
1:45-2:45 PM, Mon.-Fri.
WRGB, Schenectady-Albany-Troy

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

MARCH 19, 1951

BROADCASTING • Telecasting
$7 annually, 25c weekly

TRANSMITTER DEMAND UP

Makers Ready for Freeze Lift

WHEN FCC opens its doors once more to the processing of television applications — perhaps within a week, according to latest indications—the manufacturing industry will be ready to start producing the transmitters and receivers needed to carry TV to its potential heights.

A quick pickup in transmitter orders occurred last week following disclosure in BROADCASTING • TELECASTING that the FCC was poised to issued a proposed new VHF-UHF station allocation. TV granting has been frozen since September 1948.

Manufacturers Interested

At least 10 manufacturers are interested in getting transmitter orders. Plant activity is at a low point, aside from developmental work. Two or three companies are understood to have built up small floor stocks against the end of the freeze.

One factory has just disposed of its stock to those with contingent TV transmitter orders, selling the gear on the basis of priority of contract signing. It had more bona fide orders than transmitters. Earlier the company had sold a few transmitters to TV applicants who had decided to take a chance on getting a VHF grant.

Allen B. DuMont Labs announced last week that WMBD Peoria, Ill., had contracted for a complete DuMont installation, including 5 kw "Oak" transmitter and five-bay antenna.

As to UHF transmitters, manufacturers are not quite in agreement. One leading experimenter reportedly could turn out models of its present field test transmitter, if 10 or 12 were ordered, but these would not be of commercial design.

Estimates of cost of a 1 kw UHF TV transmitter range from $150,000 upward. Some factory officials contend they can easily build UHF transmitters, based on new types of tubes which four companies are said to have developed. They contend there is no problem developing adequate power.

In all discussions of transmitter production the factory specialists add a qualification based on availability of materials. One person familiar with production figured manufacturers could build 100 TV transmitters this year without difficulty, assuming materials are available and plants are not swamped by government orders.

A possible holdup in transmitter production, should orders be placed, could center around the undecided color TV situation. A source close to manufacturers indicated no plant is now building transmitter equipment for CBS color. If the Supreme Court decides for the CBS system, it was said, present transmitter equipment cannot be used. This source claimed the lack of compatability is as serious in transmitters as it is in the case of TV receivers, requiring all existing equipment to be converted.

Receivers No Problem

Receiving sets to pick up stations in the UHF band can be built quickly, it was indicated. Major manufacturers want to know what incentive there would be if they went into the UHF problem seriously. They want to see an imminent market for UHF receivers before tooling up, publicizing and promoting such sets.

Some plants, it was indicated, would quickly market receivers with UHF converter attachments, to be followed by sets specially designed for the new video band and sets picking up both UHF and VHF. The point is raised that some converter-equipped receivers would set up interference in the neighborhood.

An anonymous press release was issued last week in which it was stated that the TV transmitting equipment business is "booming" despite the FCC's freeze. The release said investors were buying and storing transmitters. It concluded, "Thus many new areas are assured of telecasting service in the not distant future, thanks to the foresight of American enterprise."

VHF CHANNELS

Canada Considers Plan

ALLOCATION of four VHF channels above the present Channel 13 for stations along the United States border is being considered by the Canadian Dept. of Transport.

The plan was recommended by the Canadian Radio Technical Planning Board. It is based on provision of similar facilities in the United States by the FCC.

Suggested channels would start at 216 mc, top of the present U. S. VHF band, with each channel 6 mc wide. Military services have reserved this piece of the spectrum and the Canadian board said its recommendation hinges on relinquishing of the four-channel segment.

Addition of four channels in the international border area would open room for a number of VHF stations in the Channel 2-13 portion of the band.

RIFKIND NAMED

Industry Music Group Counsel

FORMER Federal Judge Simon H. Rifkind has been retained as special counsel for the All Industry Television Per Program Committee, Dwight W. Martin, WLWT (TV) Cincinnati, committee chairman, and Stuart Sprague, committee counsel, have announced. Judge Rifkind, whose appointment was proposed to the committee by Mr. Sprague, is currently representing Emerson Radio & Phonograph Corp. in the color TV case, now before the U. S. Supreme Court.

Concurrently, Mr. Martin sent to all 107 TV stations now on the air in the United States a report of the committee's last ditch negotiations with ASCAP and the per program license proposed by ASCAP following failure of the negotiations to achieve license terms which the committee felt it could recommend to the industry [BROADCASTING • TELECASTING, March 12, 5].

With his report, Mr. Martin made an appeal for funds to "meet the contigencies which have arisen as a result of the present stalemate." He asked stations to pledge payment to the committee of a sum equal to four times their highest one-hour card rate, payable one-quarter now, one-quarter in three months, one-quarter in six months and the balance in nine months. "A full accounting will be made to all subscribers and any funds remaining . . . will be returned, pro rata," he said.

Appointment of Judge Rifkind as special counsel and the fund-raising activity of the committee should not be interpreted as a battle call, but rather as a necessary precaution against a crisis that is threatened but may never develop, Mr. Sprague expained. Mr. Martin in his letter to stations also made it clear that the move does not mean that hope for an amicable settlement has been abandoned.

Position Outlined

"ASCAP's action," he stated, "has compelled us to employ additional legal counsel to try this case and to plan its preparation in collaboration with Mr. Sprague. . . . Whenever the opportunity presents itself, negotiations, whether by the committee or by counsel, will be continued in an effort to obtain a fair and reasonable license."

Mr. Sprague's letter to Mr. Martin pointed out that for many months he had been advocating retention of special counsel "of the standing of former Federal Judge Robert P. Patterson, who will doubtless plan and present ASCAP's court case, should matters reach court action stage. The committee has asked for my recommendations and my selection was former Federal Judge Rifkind . . ."

Referring to ASCAP's announced per program rates, Mr. Martin told the nation's TV station operators: "Your committee cannot endorse this proposal and regretfully must take the view that any hope for fair terms with ASCAP will require a great deal more time and/or court action."

Hope that satisfactory per program license terms may still be secured from ASCAP without litigation stems from the provision of the consent decree, which ASCAP a decade ago accepted from the Dept. of Justice as a condition to continued existence, that broadcasters who find terms of ASCAP licenses unacceptable may negotiate individually with the society. The decree further provides that terms agreed on between ASCAP and any broadcaster must be made available to all broadcasters.

This opens up the possibility that a TV station operator, dissatisfied

(Continued on page 66)

Telefile: WLAV-TV

Pioneers in Film Use For Local Programming

TAKE DUTCH thrift and conservatism, add a dash of electronic development, strengthen with Americana — the Mid-West variety—and you have the meat of WLAV-TV's success in serving the Grand Rapids-Kalamazoo areas of Western Michigan the past 19 months.

This three-part formula works in synchronization for the television sister of WLAV-AM-FM that is licensed to Leonard A. Versluis, sole-owner of the tripartite operation.

Set ownership, which has climbed from a token 500 sets when WLAV-TV was being built, to a total of more than 110,000 receivers, speaks loudly for the Hollander strain that has begotten the area's high rank in home ownership.

Electronic development in the form of video swept the traditional American curiosity of Western Michiganers for the new and the progressive in no less a force than it had in other parts of the United States.

WLAV-TV was born Aug. 15, 1949, on Channel 7 (174-180 mc) with 10 kw aural and 20 kw visual power, serving the Grand Rapids, Muskegon, Kalamazoo, Battle Creek and Holland heretofore TV-isolated regions.

When only authority for construction had been obtained by Mr. Versluis, the fertile field for set sales was already being explored. Radio sales groups were invited to WLAV's radio auditorium for meetings, thus sparking the station's pioneering.

Mr. Versluis' original plan was to operate a kinescope station until a cable spur from the main telephone line 100 miles south of Grand Rapids was laid.

But set distributors, taking their cue from past experiences in established TV markets, urged a "live" operation as basic to a larger volume of receiver sales. Mr. Versluis, recognizing the argument's strength, went along and planned to give West Michigan live network shows on the opening day.

* * *

Mr. Steed

Mr. Hoyle

Mr. Kaufman

Mr. Versluis Jr.

Mr. Stevens

Mr. Kirby

Build Three-Tower Relay System

In order to expedite this, Mr. Versluis financed an unusual three-tower relay system, of which he is the sole owner. This relay links the main RCA transmitter, located 13 miles south of Grand Rapids (for which equipment was installed and on the air 20 days after towers and equipment were delivered) with Chicago in an off-the-air-pickup operation.

Originally, the system consisted of a two-tower set up, transmitting both audio and video from any Chicago TV outlet. Signals were picked up from the other side of Lake Michigan at Stevensville, a distance of 55 miles. From that site, programs were beamed 37 miles north to Cedar Bluff and thence to the main transmitter, another 37 mile hop. The relay was utilized from the opening date of the station until April 1950, when a third tower was built near Michigan City, Ind., eliminating the long 55 mile relay and most of the over-water transmission.

Station executives thank network advertisers "who placed the nation's finest programs in this one-station market," starting a "television boom," by lighting the initial fuse that August day.

They also praise the cooperation of WXYZ-TV Detroit. James Riddell, WXYZ-TV general manager, loaned technicians, production men and extra equipment for WLAV-TV's opening program at the Grand Rapids' Midtown Theatre. Local and state civic leaders made their TV debut, joining representatives from the major networks in aiding WLAV-TV's arrival on the video scene. A stage show, telecast for 1½ hours, drew an audience of 1,500 guests. TV "parties" were held throughout the area.

WLAV-TV recalls that at a $180 hourly rate, the station's night-time availabilities soon bowed to the SRO sign. And with the station's finger on the set pulse (Grand Rapids Distributors clears all sets for purchase in the West Michigan area), it was rewarded with an increasing count that quickly showed a doubling of the television audience within its 40 mile radius.

Executives who operate this non-live (on local level) camera station, since WLAV-TV makes use of network, film and kinescope only, include:

Hy M. Steed, formerly with radio, is general manager. He was associated with WLAV's AM operation since its opening in September 1940.

Hal Kaufman, formerly of KDYL-TV Salt Lake City, is program director, joining with the ad-

* * *

Mr. VERSLUIS

dition of the television facility.

Another former radio executive, David Hoyle of WDUK Durham, assumed supervision of production, the position he held in North Carolina.

Bob Kirby, chief anouncer; Leonard A. Versluis Jr., chief of the photographic department, and Lee G. Stevens, chief engineer, began their duties from the TV facility's begining.

Mr. Versluis Sr., who has spent his lifetime in photography and portrait work, has concentrated on the happy combination of television and picture taking.

Both silent and sound films are made in the WLAV-TV studio. When WLAV-AM was constructed, housing space was fortunately spacious enough to add television departments. Thus, both programs and filmed announcements are "shot" right at home at a modest cost to the local advertiser. Style shows, sport events and various performances are filmed on sound. WLAV-TV's movie studio is equipped with essential lighting for live camera telecasts, thereby assuring few problems when local live telecasting begins. To date, however, the station feels its film procedure is satisfactory and economical to station and advertiser. Opaque and transparent slides are made in a matter of a few hours at the Versluis photograph studios, located a block away. Artists and card-writers are on the payroll.

Radio Studios House TV Staff

One-half of the large radio studio now houses the film editing department, television programming and traffic, announcers' studio and audition projection room. Sales and publicity units of both radio and television have been intregrated although extra technicians, continuity writers, film editors, traffic people and photographers were added.

Additions to the full photographic resources of the Versluis Studios include some $5,000 worth of lighting, settings and movie equipment. Advertisers are charged on a per-hour and film footage basis for announcements and programs. One-minute commercials range in cost from $50-$350.

Breakdown of weekly programs shows 50¼ hours network live commercial; 9½ hours network kinescope commercial; 12¾ hours local film commercial; 5 hours network live sustaining, and 1 hour film sustaining. Total is 78½ hours of weekly programming. Station's rate, effective last Jan. 1, is $375 basic hour for network and spot advertising. Representative is John E. Pearson Co.

Dating back to its first telecast, WLAV-TV reports it has received a constant stream of mail. When 1,800 housewives wrote in requests for afternoon film features, the station started such a show, *Reel Relaxation*. This program is scheduled on a participating basis Mon.-Fri., 1-2:30 p.m.

Local advertisers have quickly assumed sponsorship of a number of network cooperative programs. This, in addition to the segment of local shows purchased.

Last summer, WLAV-TV carried live telecasts of both the Chicago Cubs and White Sox baseball games. Television dealers in the area sponsored the Cubs' telecasts while Fox Alpine Beer paid the check for White Sox coverage.

WLAV-TV's afternoon and night schedule is usually close to being sold out with program time and announcements offerings at a premium. Schedule of programming extends from 1 p.m. to 12:25 a.m. Mon.-Fri. and 10:30 a.m. to midnight on Saturday; 12:30 p.m. to midnight, Sunday. WLAV-TV is affiliated with all four television networks.

Plans for the future fit in with the station's pioneering in film: Constant improvement and development of WLAV-TV's motion picture technique and filming of commercial production on still a larger scale. A project under way is the filming of a religious program for national distribution in the coming months.

DuMONT OWNERSHIP Question Is 'Hardship'

A QUESTION—raised by the FCC as to who controls ownership of Allen B. DuMont Labs—has been cited as a "critical hardship" for the latter in conduct of its business.

Point was raised last week by DuMont in a motion to dismiss a July 20, 1950, application for "involuntary transfer of control" of DuMont's WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh to Paramount Pictures Corp. [BROADCASTING • TELECASTING, July 31, 1950]. Application was an aftermath of a court consent decree for dissolution of Paramount Pictures Inc., whereby certain holdings were to be divided between Paramount Pictures Corp. and United Paramount Theatres.

Paramount, along with DuMont, has denied that the 29% interest in DuMont held by Paramount Pictures Corp. has affected control over affairs of DuMont apart from the fact it is the biggest minority stockholder in DuMont. The transfer application of last year was filed under protest. Paul A. Porter of Arnold, Fortas and Porter, Paramount counsel, declared at the time that the action was with the "clear understanding that such application is in no-wise an admission of control and that all statements made there relating to control must be considered in light of this protest."

Last week's motion for dismissal was filed by William A. Roberts, Roberts & McInnis, DuMont counsel, who traced the history of the entire proceedings since a U. S. District Court on June 25, 1948, made a mandate and decree of the Supreme Court its order and judgment as the result of anti-trust action against Paramount Pictures Inc. The consent judgment issued then contemplated complete divorcement of the domestic exhibition business, and the ownership and control of theatre assets of Paramount Pictures Inc. from the production and distribution business and the ownership of all other assets (among which were DuMont stock) of the Paramount defendants. As a result the two new corporations — United Paramount Theatres Inc. and Paramount Pictures Corp.—were formed.

The current DuMont motion pointed out that on Jan. 26, 1949, the FCC had placed stations licensed to DuMont Labs on temporary license pending examination of the qualifications of the licensee in view of the Supreme Court decision "notwithstanding the fact that DuMont had never been a party to or affected by the matters there involved."

Stock Control

The DuMont motion advises that holders of Class A stock in DuMont, of which Paramount Pictures owns only 2.9%, elect the president, vice president and five of eight directors; whereas the Class B stock, owned 100% by Paramount, elects the secretary, treasurer, assistant treasurer and three of the eight directors. DuMont counsel further offers explanation that control is not vested with Paramount.

Conceding that Paramount, as owner of the Class B stock, can block amendments affecting stockholders' rights, the motion points out that "the business of the corporation, particularly the acts and affairs with which the Commission would be concerned, is conducted by the board of directors (of DuMont)." Also, it was added, the holders of Class A stock have the same negative powers.

The petitioner maintained that it desired dismissal of the transfer application "since its consideration and grant by the Commission would appear to establish, at least in the minds of the public, the existence of control of . . . DuMont . . . by Paramount."

The issue regarding control of DuMont Labs by Paramount first arose, the motion relates, in connection with Sec. 3.640 of the Commission's rules which limits the number of TV stations under common control to five outlets. In a proposed decision of Dec. 16, 1948, the FCC concluded that Paramount exercised control over DuMont and, as a result, proposed to sever from the proceeding DuMont applications for TV stations in Cleveland and Cincinnati and applications of Paramount Television Productions Inc., United Detroit Theatres Inc. and New England Theatres Inc., also said to be controlled by Paramount Pictures, and to deny these applications.

The ensuing freeze on television for more than two years and the fact that the proposed control issue has been in abeyance during that time created an "uncertain and undetermined" status for DuMont with resulting hardship, according to DuMont counsel.

Plans for development of the DuMont Network have been "handicapped" by the continuing "uncertainty," as well as "doubts raised by the Commission" as to control of company policies, the motion alleges. Counsel also points to "serious concern" of DuMont, as a manufacturer of electronic equipment, with respect to contractual relationships with the government in development and fabrication of equipment in the present international emergency.

Among other issues raised in the motion was the withholding of FCC action on DuMont's application to operate its New York WABD from the Empire State Bldg., an authorization already given other New York stations, had been withheld. It was held that the unresolved control issue is largely responsible.

FCC has not yet acted on application to transfer control of KTLA Los Angeles of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles to Paramount Pictures Corp., as well as transfer requests of WHKB (TV) and WBIK (FM) Chicago, and WSMB AM-TV to United Paramount Theatres.

DTN STATIONS

Loewi Denies Sale Report

MORTIMER W. LOEWI, director of the DuMont Television Network, last week flatly denied a report that DuMont is considering, or has considered, selling its three owned TV stations to Paramount, which owns about 29% of Allen B. DuMont Labs, owner of the network.

In fact, Mr. Loewi said, "Dumont has sought to purchase the Paramount interest in the DuMont Corp. To sell the DuMont stations "to Paramount or anybody else," he said, "would be completely inconsistent with our policy of constantly improving the facilities of our our stations and our programming to our 62 affiliates."

His statement was issued in reply to a published report that arrangements for acquisition of the three DuMont stations — WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh — had been virtually completed several months ago but was upset by a reversal of stock prices.

SEARS, ROEBUCK Co. completes plans for 52-week sponsorship of *Hopalong Cassidy* on WDSU-TV New Orleans, Sat. Arrangements are set by (l to r): Louis Read, WDSU-TV coml. mgr.; Ralph Batchelor, Sears sls. pmm. mgr.; Maurice Kramer, mgr., and W. Z. MacDonald, WDSU-TV sls. rep.

MARTIN L. STRAUS II (center), president and board chairman, Bymart Inc. (Tintair), visits stars of his latest participation-show, *Cavalcade of Stars*, Dancer Marilyn Taylor and Comic Jackie Gleason. Show seen weekly on DuMont TV network.

FRED F. FLORENCE (seated, r), pres., Republic Natl. Bank, sets sponsorship of *March of Time* on KRLD-TV Dallas. Others are J. B. Taylor (seated), J. B. Taylor Inc., agency; standing, Lewell Lafferty (l), Republic, and W. A. Roberts, KLRD-AM-TV.

SPONSORSHIP of *Cisco Kid* on WSAZ-TV Huntington each Sunday is assured as Lawrence H. Rogers (seated, l), station mgr., hands pen to Harold Frankel, gen. mgr. of Frankel's. Standing is Jack Gary, acct. salesman at WSAZ-TV.

SERIES of late film releases will be telecast by WSB-TV Atlanta under sponsorship of McClean Trucking Co. Discussing details are W. A. McClean, company pres., and Frank Gaither, WSB-TV coml. mgr. Series is titled *Armchair Playhouse*.

PEPSI-COLA hopes to hit the spot with contract for TV *Hi-Life Hilarities*, WLWT (TV) Cincinnati teen-age revue which started March 10. Participants at signing of 13-week pact are, seated (l to r): James Arnn, sls. mgr., local Pepsi-Cola Co.; Walter Gross, firm's pres.; Walter Haenle, pres., Haenle Adv. Agency, which handles account; standing, William McCluskey, WLWT sales manager, and Herb Flaig, station salesman.

GRIDCASTS—BY LAW

Clemente Bill Demands Army, Navy Telecasts

ARMY AND NAVY football schedules would be telecast under law, according to legislation introduced in the House last Wednesday by Rep. L. Gary Clemente (D-N. Y.), who was quoted as saying:

"TV hasn't hurt anybody and everyone should get a chance to see these teams play." Although Navy has not made any television commitments for 1951, thus acknowledging the Eastern Collegiate Athletic Conference's December stand that none of its members telecast games next season, Capt. Howard Caldwell, U. S. Naval Academy athletic director, said: "Of course, the Army-Navy game will be televised, as usual."

Navy telecast only two of its home gridiron contests last season, Southern California and Tulane, but several of its away games were on TV. Capt. Caldwell added that Navy has not planned to "televise any of our games this season," but that "we can't say what the teams we play away are going to do."

Rep. Clemente's bill (HR 3234), referred to the House Armed Services Committee, would direct the superintendents of both the Military and Naval academies "to arrange for the televising of all regularly scheduled football games played by the teams of these schools."

JOINT FACILITY

Video To Be Added

SENATORS and Congressmen will soon have the opportunity to add filmed reports for television stations to their regular radio recordings sent back home to radio outlets.

Ralph R. Roberts, House Clerk, told BROADCASTING • TELECASTING last week that both the Senate and the House have approved the setting up of television facilities as an addition to the radio services now offered by the Joint Recording Facility, operated by Robert Coar.

Procurement Bids

A meeting will be held soon by Mr. Roberts and Leslie Biffle, Senate Secretary, on the method of advertising bids for necessary television equipment, it was learned.

All equipment will be installed at present quarters of the Joint Recording Facility on the fifth floor of the Old House Office Bldg. Funds for television will come from past profits obtained through the regular operation of the radio recording service.

It is expected that the regular, nominal charge for TV filming—as is now done for radio recordings—will go toward dissipating the cost of adding television to the Facility.

Kellogg Sets Show

KELLOGG Co., Battle Creek, Mich., for its new product, Corn Pops, will spot the half-hour, once-a-week film, *Wild Bill Hickok*, in TV markets starting April 15. The schedule will start on the West Coast and expand into additional markets during the rest of the year. Leo Burnett, Chicago, is the agency.

NCAA BAN

Video Ruling Favored

EASTERN College Athletic Conference members, meeting in New York, went on record last week as favoring the NCAA ban on "live telecasting of college football games for 1951."

Fran Murray, U. of Pennsylvania athletic director, spoke in favor of telecasting the games. Mr. Murray said that "live television offers a boost to our public relations." In closed sessions at the Hotel Biltmore, however, representatives of 91 institutions passed a resolution endorsing the action taken by NCAA at Dallas [BROADCASTING • TELECASTING, Jan. 15].

GRID TELECASTS

Okla. Bill Would Defy Ban

A BILL to force state-supported universities to permit telecasts of their gridiron games was before the Oklahoma state legislature last week.

Co-authored by 24 of the state's senators, more than enough to pass it, the bill was referred over protest to the senate's education committee for a public hearing. P. A. Sugg, manager of WKY-AM-TV Oklahoma City, was to appear before the committee last Thursday. A similar bill in Texas received much the same treatment and it emerged from the committee as only a "suggestion" rather than as a directive [BROADCASTING • TELECASTING, March 5].

ALEXANDER CO.

TV Sales Up 400%

ANNUAL sales volume increase last year of more than 400% in the television division has been reported by the Alexander Film Co., Colorado Springs.

Announced also was the re-election of the following officials at the annual stockholders' meeting: J. Don Alexander, president; Don M. Alexander, vice president in charge of production; Don Alexander Jr., vice president; M. J. McInaney, vice president in charge of sales, and E. B. Foster, secretary-treasurer. Elected directors were J. Don Alexander, Don M. Alexander, Don Alexander Jr., E. B. Foster and Thomas Burgess.

CHICAGO PACT

TVA Signs With 4 Stations

WRINKLES in the Television Authority-American Federation of Musicians dispute in Chicago regarding jurisdiction over actor-musicians [BROADCASTING • TELECASTING, March 12] were being smoothed out at informal discussions "on a national" level last week.

In the meantime, video performers were working under terms of the newly-signed contract with the four stations there, WNBQ (NBC) WENR-TV (ABC) WGN-TV (DuMont) and WBKB (CBS).

Rates and rehearsal hours were settled after extended debate on two categories, models and sportscasters. The final contract provides that play-by-play men on Class A sports events—major league baseball, college and professional football and major boxing—will receive $135 per event. The rate is $100 for all other sports. The assistant sportscaster, handling color, is to receive $100 per event for Class A, $89.25 for Class B.

Model Rates

One model working an hour show, with three hours rehearsal free, gets $39.38. The scale moves downward as the number of models goes up, so that seven or more models for the same one-hour show make $27.38 each.

Other points agreed on:

TVA members agreed to an extra hour of rehearsal for quarter-hour shows. One-a-week 15-minute shows give the performer $36.75, with three hours rehearsal included; two weekly, $68.25, five hours; three, $94.50, seven hours; four, $115.50, nine hours, and five, $131.25, 11 hours.

These figures and the following tables apply to performers on camera handling more than five lines:

	1 perf. weekly	2
half-hour (rehearsal)	$65.63 (6 hrs.)	$115.50 (12 hrs.)
hour (rehearsal)	89.25 (9 hrs.)	120.75 (18 hrs.)

	3 perf. weekly	4	5
half-hour (rehearsal)	$131.25 (18 hrs.)	$144.38 (24 hrs.)	$157.50 (30 hrs.)
hour (rehearsal)	152.25 (27 hrs.)	181.13 (36 hrs.)	210.00 (40 hrs.)

On-camera performers speaking less than five lines receive $19.68 for five minutes or less (with one hour of rehearsal); $22.96, 6 to 10 minutes, (one hour); $26.25, 11 to 15 minutes, (one hour); $32.81, 16 to 30 minutes, (three hours); $37.09, 31 to 45 minutes, (four hours) and $39.38, 46 to 60 minutes (five hours). Extra rehearsal is $4 per hour.

Off-camera rates, which do not apply to speciality acts, sportscasters or group singers and dancers, follow:

5 min. or less	$13.00 half-hour
6-10 min.	17.50 half-hour
11-15 min.	21.75 one hour
16-30 min.	26.25 one hour
31-45 min.	29.10 one, one-half hours
46-60 min.	30.50 two hours

Performers receive $20 each on live signatures, for any length program. Actors on cut-ins, hitch-hikes and cowcatchers on camera earn $27.50, including dress and one-hour rehearsals; off-camera, $15.00. Walk-ons and extras get $13 for a half-hour show or less, $20 for more than 30 minutes.

Local commercial rates equal 52½% of the network commercial rate. Sustaining shows produced locally have pay scales equal to 66⅔% of the local commercial rate.

Initial demonstration of food products on color television drew enthusiastic comments from advertisers and CBS executives. Viewing the demonstration (l to r): John Hancock, director of the Kroger Co. and a partner in Lehman Bros.; Adrian Murphy, CBS vice president and general executive; J. B. Hall, Kroger president; William Sanning, advertising director of the firm, and C. M. Robertson Jr., president of the Ralph H. Jones Adv. Agency.

* * *

LAUD COLOR

Advertisers Enthusiastic After CBS Showings

CBS DEMONSTRATIONS in New York for a score of leading national advertisers of what their products looked like on CBS color television last week left guests and CBS officials enthusiastic.

The closed-circuit demonstrations were presented Monday through Friday at CBS headquarters, where top executives of the advertisers watched their products on the television screen. The special showings are slated for completion today (Monday).

"Color television will revolutionize the advertising of food products," J. B. Hall, Kroger Co. president, was quoted by CBS following Monday's demonstration. It was "what the food industry has been waiting for," he said, and predicted that color television would have a revolutionary effect on department store and clothing advertising techniques.

After watching Tuesday demonstrations, the network quoted Janette Kelly, director of the home service department of General Mills, as predicting that TV color would markedly increase audience appetites. "Color television makes the food look so appetizing," she said. Another viewer the same day, Read Wight, radio and TV director of J. M. Mathes Inc., agency for Northam Warren Corp., maker of Cutex nail polish and lipstick, expressed his pleasure at the way Cutex colors showed up on the screen. "I predict that when color broadcasting starts, the cosmetic advertisers will fight to get on the air first with their products," he said.

Gundell Predicts

A prediction that every color television viewer would put on 20 pounds was attributed to Glenn Gundell, advertising director of National Dairy Products Co.'s Sealtest Division, who saw the demonstration of his company's products Wednesday.

"I was tremendously impressed," was the comment of Géorge Boyer, advertising manager of Cannon Mills, after seeing his company's multi-colored towels and sheets demonstrated later Wednesday.

Another executive, James E. Hanna, vice president in charge of radio and television for N. W. Ayer & Son, said the best compliment he could pay CBS color was to point out that "the real thing—the strawberry eclair, the chocolate milk—came through the best, better even than the pictures on the displays."

"Wait 'til those baseball fans watching a ball game on their receiver see beer being poured on color television—they're sure to work up a thirst," was the remark of James McDermott, assistant advertising manager of P. Ballantine & Sons. Following a demonstration Thursday of products of the Manhattan Soap Co. and the Hudson Pulp and Paper Co., Gerry Martin, director of television of Duane Jones Co., New York, was said to have described the results as "perfect."

"I could almost smell the Sweetheart soap," was the reaction of Archie Tarr, advertising director of Manhattan Soap Co.

Raymond Warren, vice president and advertising director for the Bulova Watch Co., saw his company's watches appear in color on the screen and was said to have observed: "This definitely will be our No. 1 advertising medium. The watches showed up beautifully, and also the different colored watch bands and straps."

Martin Straus, board chairman of Bymart Inc. (Tintair), was quoted as saying that "in my humble opinion, when color television comes and the freeze is over, color television will become a much more important medium than black-and-white and by far the most important medium of all."

Reaction of Phil Kalech, Bymart vice president and director of sales and merchandising, was described as: "It's perfect for our product. . . ."

KTTV-DuMONT

Affiliation Planned April 11

SUBSTANTIAL completion of negotiations to make KTTV (TV) Los Angeles, *Los Angeles Times* station, the affiliate in that city of DuMont Television Network, effective April 1, was announced last week by Dr. Allen B. DuMont, DuMont Labs president, and Norman Chandler, president of KTTV Inc.

"It is the intention of the DuMont Television Network, with the activation of AT&T service to the West Coast, to originate programming from the KTTV studios in Hollywood for release nationally over the microwave," Dr. DuMont said. "Plans are presently under way to produce in Hollywood motion pictures especially made for television."

Mr. Chandler said that "KTTV is happy to have entered into this agreement with the DuMont Television Network and we are looking forward to many years of successful association."

KTTV formerly was owned 49% by CBS, which sold its interest to the *Times*, now holding 100% of the station.

CLASSROOM MUSIC

WNBW Sets Test Series

EXPERIMENTAL series in classroom "music appreciation" lessons, directed at selected sixth-grade students, was begun by WNBW (TV) Washington last Wednesday, 9:45 a.m., under supervision of the District of Columbia Board of Education. Titled *Music Time*, the eight-week series will teach music to students at various elementary schools, with WNBW furnishing TV facilities and technical "know-how."

The series is the result of a year's planning by WNBW.

Full control of program content is under the assigned staff of teachers, assistants and students. Instruction is given to a studio class and students in schools watching in their classrooms. Purpose of the series is to test the potential value of television as an aid to classroom education, a project underway in other TV markets [BROADCASTING • TELECASTING, March 12]. Results will be measured in tests given to TV and non-TV classes. Records, pictures, films and textbooks will be used as visual aids during the programs, with each telecast lesson running 30 minutes.

GF Sponsors

GENERAL FOODS Post Cereals Division is to sponsor *Captain Video* Mon.-Fri., 7-7:30 p.m. over the DuMont TV Network, beginning April 2. Benton & Bowles, New York, is the agency.

Radio Silence?

(Continued from page 25)

stay on the air." He said it may prove "costly" to the industry but is necessary to accomplish the objectives. He declined to discuss the nature of the modifications.

It was further revealed that this phase of the plan will be placed squarely before industry and other representatives at the emergency session. Another phase, unrevealed, is still being retained by the Air Defense Command, an organization which exercises complete control over hemispheric air operations.

Some engineering authorities expressed belief, however, that the cost of modifying existing station equipment would be small in relation to the original investment. In transmitters, for example, crystals could be altered where the method calls a change in frequency transmission to obviate possibility of "homing" enemy craft. It was held that, where frequency shifts were not of a radical nature, the cost would not be exorbitant.

On the other hand, if wholesale shifts are in order, a complete change in directional array would be necessary, thus involving an expensive changeover.

Initially there was speculation that the proposed "modification" might imply the addition of simple devices which would permit air command centers to pipe in on coded frequencies for the information of civil defense personnel stationed at broadcast receivers.

Cost Seen Slight

Some engineering authorities felt the addition would not entail great expense and pointed out, additionally, that it would serve as an alerting means—not as a method of silencing stations *per se*.

Experiments embracing utilization of sub-audible frequencies have been conducted by FCC and defense officials over a period of months, with participation of strategic ground and air services. Likewise, FCC has held a meeting with a limited number of industry engineers on this and other phases [BROADCASTING • TELECASTING, Jan. 15].

Moreover, the Commission had put licensees on notice that defense-emergency authorizations will be made "from time to time" as part of its current study of radio's war uses.

Apparently taking cognizance of the possible frequency shift issue and alluding to so-called "classified grants for existing stations," FCC has noted that such procedure would fall under Sec. 2.407 of its Rules and Regulations. The Commission may authorize:

> . . . The licensee of any radio station during a period of national emergency to operate its facilities upon *such frequencies*, with such power and points of communication, and in such a manner beyond that specified by the station license as may be requested by the Army, Navy or Air Force.

One of the methods now under consideration (which would enable some stations to remain on the air) is that dealing with so-called synchronized or "locked" frequencies. This technique reportedly enjoyed popular favor in Great Britain during World War II, and entails a synchronization of stations on a single frequency, which would destroy their homing value.

Some authorities view the FCC "critique" — a two-pronged proposal detailing the alerting and operating phases of defense [BROADCASTING • TELECASTING, Jan. 15, Feb. 12, et seq.]—as a compromise between the military's apparent predilection for radio-TV station control in all situations and the Civil Defense Administration's advocacy of keeping some stations on the air at all times in pursuance of its role as the "nerve system of civil defense."

To its own ends, the Defense Dept. last December requested legislation, introduced by Sen. Ed C. Johnson (D-Col.) and Rep. Carl Vinson (D-Ga.), which would empower the President to control radio-TV broadcasting and other electromagnetic radiations capable of serving as navigational aids.

At week's end the Air Force, which represents the Defense Dept. in this phase, had not yet replied to a proposed staff amendment offered by the Senate Interstate and Foreign Commerce Committee, headed by Sen. Johnson, which seeks to include certain radiation devices but eliminate the broadcast applications already set forth in Sec. 606 (c) of the Communications Act.

There has been speculation that the military has been awaiting comments from the Air Defense Command before approving the committee plan, though its representatives unofficially have indicated they would go along with it.

In any event, industry representatives will receive a classified briefing on their emergency role, while Air Force, Civil Defense and other department officials sit in as observers, it was learned. There was some disfavor at week's end on the March 26 date chosen by FCC. Aside from the holiday aspect, it was pointed out, too, that hotel reservations may present a problem.

The fate of the military's express design to control broadcasting, not only in times of imminent or actual attack but also during a period of "strained international relationship," still hung in the balance on Capitol Hill last week.

Meanwhile, Radio-Television Mfrs. Assn. offered its own suggestions for radiation control, outlining them in two alternative amendments. RTMA stressed again its feeling that no further legislation is needed over radio-TV stations, but held that, if other radiation devices are to be controlled, proper limitations should be afforded within any amendments to Sec. 606 (c) of the Communications Act.

Reply Withheld

While contents of the replay were withheld by the committee, it was understood that RTMA would (1) eliminate from control any devices which are incidental radiators except when such device is used, or intended for use, as a navigational aid; and (2) provide that so-called incidental radiation devices, if included, be limited to those capable of transmitting radiations beyond a five-mile distance.

Industry authorities have expressed concern lest legislation be enacted which would bring radio-TV receivers and other instruments under complete FCC jurisdiction [CLOSED CIRCUIT, March 12]. In this instance, RTMA's position differs from NAB's proposal to include devices radiating between 10 kc and 100,000 mc but not specifying any limitation on area coverage.

RTMA summed up the substance of previous engineering testimony offered during hearings on the radiation bill before the Senate Commerce Committee [BROADCASTING • TELECASTING, Feb. 26].

Dr. W. R. G. Baker, General Electric Co., member of the RTMA Engineering Dept., told the committee that radio receivers are "incidental radiators" and are worthless as homing devices because they cannot be located geographically, signal source is diffused, and the radiated power is low. David Smith, Philco Corp. had suggested limiting application of devices to those radiating over, say, half a mile.

The second proposal offered by RTMA was designed to fit into the framework created by the Senate Commerce Committee, which also is studying the possibility of limit-

TV HELP WANTED ADS

WXEL's Answer to Manpower Shortage

INTENSE BIDDING of industrial firms for defense workers provided WXEL (TV) Cleveland with an idea which has strong appeal to sponsors and potential sponsors.

Mr. March

Three prominent Cleveland firms are now making "help wanted" appeals over five WXEL programs. A backlog of "substitutes" will replace some of the present sponsors if and when their respective employment needs are met.

Events in Korea inspired Jack March of the WXEL sales staff, former tennis professional star and tournament director, to approach Franklin Snyder, WXEL station manager, with the suggestion.

Used As Commercials

The "help wanted ads" are interjected into the programs as commercials. Job availabilities are shown on the screen and are described by a commentator. Then the plant's address and phone number is flashed onto the screen.

Queries from prospective employes usually begin immediately by phone, while many interested televiewers report to the personnel offices for further information.

Audience response has been so great it is reported that the volume has justified firms setting up their own phone answering service on nights their programs appear.

* * *

Talent behind the drive to recruit workers: Top, WXEL News Director Bob Rowley who does news show for Cadillac; middle, Sportscasters Gail Egan (l) and Clay Dopp who handle the Sports Desk *for National Screw; bottom, Newscaster John Fitzgerald of* Manpower Headlines *sponsored by Cleveland Pneumatic Tool Co.*

ing types of devices to be covered.

Committee spokesmen said late last week that no action would be taken on the staff plan, which would amend sections of the Communications Act rather than entail new legislation, until comments are filed by the Dept. of Defense.

FCC already has tendered its general approval of the committee amendment, with certain reservations [BROADCASTING • TELECASTING, March 12]. These include Commission preference for a clearer definition of criminal sanctions; questions on licensees' rights of appeal on cessation of operation in times of dire emergency; and other phases.

TVA IN L. A.

Five Stations Near Signing

AGREEMENT between the Western Section of Television Authority and five Los Angeles TV stations on a contract covering performers was expected over last weekend, but there was prospect of a TVA strike against a sixth station, KFI-TV, which has refused to recognize TVA.

KTTV (TV) which formerly sat in on contract negotiations as an observer, last week joined KNBH, KTSL, KLAC-TV and KECA-TV in active participation in negotiations.

Two main problems still to be worked out were that of the adjustment of present performer contracts with stations to bring them into conformity with basic wages and working conditions stipulated in the TVA code, and definition as to what constitutes a sustaining program.

Refusal of KFI-TV to recognize Television Authority may lead to a strike against the station by that union, following passing of a strike resolution by TVA at a meeting last Monday. Meetings between station management and union executives were continued through last week, however, in an effort to come to a peaceful solution of the problem.

Reasons for Action

The TVA resolution, which followed earlier authorization of a strike against the station, declared that action was taken because of the station's refusal to recognize the union; to bargain with it in good faith; and "discriminatory discharge" of three members of the union.

A few weeks ago KFI, separating its AM and TV operations, fired three union announcers from the AM staff and hired three non-union men for the TV announcing staff. With that move the station announced its intention of maintaining an open shop.

TO INTRODUCE dealers of Hoffman Sales Corp. (TV sets), L. A., to new "pivot plan" of selling, manufacturer has started sales clinic for all dealers selling on retail level.

CD CAMPAIGNS

Plan Public Education Via Radio-TV

GOVERNMENT planners last week were marshalling blueprints designed to implement public enlightenment and education in civil defense on the local community level through broadcasting facilities.

Industry-wide mobilization, already launched by numerous radio and TV stations in connection with local defense officials [BROADCASTING • TELECASTING, March 12], has drawn the enthusiastic support of the Federal Civil Defense Administration and military authorities.

Current local campaigns promise to give much-needed muscle to planning now well underway within the CDA's Audio-Visual Division and among state and community groups, as well as through the Advertising Council which is working with White House officials on projected campaign themes.

Especially active in civil defense program demonstrations to date, aside from CDA Administrator Millard F. Caldwell Jr., are Jesse Butcher, director of the CDA Audio-Visual Division, and Col. Edward Kirby, chief, Radio-TV Branch, Dept. of the Army. Both attended a recent demonstration held at WWJ-TV Detroit under sponsorship of the Detroit Television Council [BROADCASTING • TELECASTING, March 5].

Mr. Butcher asserted last week in Washington that television can play its biggest role in placing defense information effectively and dramatically before viewers. He also noted that his division's motion picture section is preparing a series of 11 films which will be telecast by stations. Similar plans are being mapped for radio stations.

Requests Received

Col. Kirby revealed that numerous stations have deluged Washington officials with requests on how television can best push defense programming. Both he and Mr. Butcher paid unstinting tribute to the industry for offering facilities without request to do so.

Broadcasters convening in Washington March 26 for a special emergency session called by FCC (see separate story) will be given a briefing on radio-TV's instructional role, it was learned.

Radio stations are geared to play a prime role in the civil defense program. Generally, aside from local station and network forum participation, the government's program will be reflected in a two-pronged plan: (1) a forthcoming allocation through The Advertising Council enlisting network and station aid; and (2) Audio-Visual's own production of radio kits, to be sent to state civil defense directors for distribution to stations.

The Advertising Council allocation is expected to be announced shortly. White House officials and executives of the council have discussed the plan, giving civil defense equal prominence with other drives, and have approved the campaign, it was learned. The program will stress the importance of carrying CDA's air raid warning cards.

The radio kits will take the form of scripts adaptable for local use on various topics to be aired by broadcast stations. The kits will be distributed by the federal agency on the basis of the number of stations in each state.

Current activity along this line —and also in television—has been limited pending appointment of radio and TV section chiefs for the Audio-Visual Division. They are expected to be named shortly.

Heading up motion pictures is Howard Johnson, who will work closely with the television section when it materializes on distribution of films, which also will go to theatres, civic, educational and other groups. First of the 11 prints, "Survival Under Atomic Attack," is being issued shortly. It originally was to be ready March 1.

Cost Problem Cited

Complicating the problem now is the question of cost—what portion will be borne by CDA, state civil defense offices and stations. In any event, two companies—United World Films and Teletran —are producing the series at the request of the defense agency for renting through local dealers. Films will be 16mm and 8mm and prices range from $17.50 for 16mm sound to $9.75 for silent. A 48 frame film strip is priced at $3.

Another factor concerns the chain of distribution which will assure the largest possible audience in each state, including provision for TV stations. A third source of concern is overall CD funds which will make these enterprises possible.

President Truman already has sent Congress a proposed $403 million budget for the Federal Civil Defense Administration—part of it to tide the agency over for the remainder of this fiscal year ending June 30 and $119,323,000 to be held for the following 12 months. Some of these funds are intended for matching against state outlays and to finance Audio-Visual and other activities [BROADCASTING • TELECASTING, March 5]. A House Appropriations Emergency subcommittee held closed hearings on the proposal last week.

KLAC-TV PACT

Gets AFM Kinescope Rights

IN DEAL worked out between KLAC-TV Hollywood and American Federation of Musicians, the station has been given the right to use musicians on programs kinescoped for distribution to other outlets nationally.

The contract was signed several weeks ago but held under cover, according to Don Fedderson, vice president and general manager of KLAC-TV. It calls for KLAC-TV to pay AFM 5% of each market's TV station card rate for programs telecast. Station, it was said, is the first to sign such an agreement. Kinescoped programs will be distributed as an open-end offering.

In addition to syndicating its own programs, plans are in the making for KLAC-TV to distribute feature films to video stations. This also would be done by paying a percentage of the station card rate to AFM. Although no deal has been completed with James C. Petrillo, AFM president, or the union, it is expected that negotiations will be concluded shortly, it was said.

Distributing Shows

KLAC-TV has started distribution of kinescoped versions of Leo Carrillo's *Dude Ranch Varieties*, sponsored by American Vitamin Co., to stations in six other markets. *American Diary*, starring Mr. Carrillo and containing no music, and sponsored by General Controls Co., also is being released via kinescope in markets outside the Los Angeles area.

Profitable TV Audience exclusive with

WGAL-TV

CHANNEL 4

LANCASTER, PENNA.

Only TV station *in*—only TV station seen—in this large, rich Pennsylvania market area.

Represented by

ROBERT MEEKER ASSOCIATES

New York Los Angeles San Francisco Chicago

Clair R. McCollough, Pres.

A STEINMAN STATION

NBC TV AFFILIATE

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

132,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

January Rorabaugh Report

(Report 155)

LATEST *Rorabaugh Report on Television Advertising*, for January 1951, showed that 4,466 firms were using TV to promote their wares. This figure represents a 9.4% retrogression compared with 4,928 different companies reported for December 1950.

Via networks, 164 firms placed 214 accounts. (The sponsor of any given program is considered an "account." An advertiser sponsoring more than one show is tallied as a separate "account" for each show sponsored.)

Of the 214 network accounts, NBC led the three other networks with 79. Others were, CBS, 75; ABC, 42, and DTN, 18.

A total of 894 different companies placed 962 accounts during January, while 3,408 local retailers used spot schedules, Rorabaugh reports.

In the number of network stations used, three firms were tied for top honors with 61 each. The three were, De Soto Div. of Chrysler (*You Bet Your Life*), Manhattan Soap (*One Man's Family*) and the Texas Co. (*Texaco Star Theatre*).

Network figures in the Rorabaugh report cover the entire month and are reported by the networks' headquarters. Spot and local figures are furnished by the various station and cover the week Jan. 7-13. Eight of the 107 TV stations are not included in the spot and local figures.

In Rorabaugh's breakdown by product classifications, Food and Chain Stores were far out in front. This group reportedly patronized networks for 39 shows and placed 279 spot accounts for a combined total in January of 318 (see table).

Classification with the second-greatest usage was that of Beer and Wine which bought time for 10 network shows, and placed 56 spot schedules for a total of 66 time purchases.

* * *

NUMBER OF ADVERTISERS BY PRODUCT GROUPS

		Network	Spot	Total
1.	Agricultural & Pet Foods	1	17	18
2.	Automotive (cars, tires, access.)	16	24	40
3.	Beer & Wine	8	126	134
4.	Beverages (non-alcoholic)	10	56	66
5.	Clothing & Accessories	9	30	39
6.	Confections	7	38	45
7.	Dairy & Margarine Products	7	38	45
8.	Drugs	9	36	45
9.	Financial	3	10	13
10.	Foods & Food Chain Stores	39	279	318
11.	Gasoline & Oils	5	16	21
12.	Household (appliances, furnishings, supplies)	20	66	86
13.	Jewelry & Access., Cameras, etc.	9	12	21
14.	Laundry Soaps, Cleaners, Polishers	15	50	65
15.	Miscellaneous	10	47	57
16.	Publications	--	11	11
17.	Public Utilities	--	5	5
18.	Radios, TV Sets, Phonographs & Accessories	11	14	25
19.	Tobacco, Cigarettes & Accessories	20	28	48
20.	Toilet Requisites	26	47	73
21.	Transportation	--	15	15

* * *

Video Response Tops Magazines in Test

RESPONSE to an offer of a free home decorating booklet, made concurrently in four national magazines and on TV stations in four cities, indicate that cost per inquiry on television may be considerably less than in national magazines, according to a study released by Dynamic Films Inc., New York.

The offer was made by Hathaway Mfg. Co. (curtain fabrics), through its agency, Abbott Kimball Co., in ads in three "home" publications and one women's service magazine and in film spots made by Dynamic and telecast on stations in Boston, Providence, Detroit and Cleveland. Nat Zucker, chairman of the film company, said in presenting the data.

The magazine ads drew a combined total of 13,431 replies, at a cost of $1.46 per response, based on total space costs of $19,615, Mr. Zucker reported. From the telecasts, he said, the company received 3,145 requests for its booklet, averaging $1.11 per response

(Continued on page 70)

Weekly Television Summary—MARCH 19, 1951, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	7,400
Ames	WOI-TV	47,625
Atlanta	WAGA-TV, WSB-TV	104,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	273,353
Binghamton	WNBF-TV	34,410
Birmingham	WAFM-TV, WBRC-TV	36,000
Bloomington	WTTV	14,900
Boston	WBZ-TV, WNAC-TV	674,373
Buffalo	WBEN-TV	190,911
Charlotte	WBTV	65,003
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	854,436
Cincinnati	WCPO-TV, WKRC-TV, WLWT	250,000
Cleveland	WEWS, WNBK, WXEL	453,575
Columbus	WBNS-TV, WLWC, WTVN	132,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	109,264
Davenport	WOC-TV	49,581
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Dayton	WHIO-TV, WLWD	170,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	419,449
Erie	WICU	50,000
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	109,264
Grand Rapids-Kalamazoo	WLAV-TV	111,929
Greensboro	WFMY-TV	57,455
Houston	KPRC-TV	69,498
Huntington-Charleston	WSAZ-TV	38,000
Indianapolis	WFBM-TV	132,000
Jacksonville	WMBR-TV	27,000
Johnstown	WJAC-TV	75,100
Kalamazoo-Grand Rapids	WKZO-TV	120,269
Kansas City	WDAF-TV	107,919
Lancaster	WGAL-TV	84,606
Lansing	WJIM-TV	46,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	82,858
Memphis	WMCT	79,277
Miami	WTVJ	55,000
Milwaukee	WTMJ-TV	224,721
Minn.-St. Paul	KSTP-TV, WTCN-TV	251,100
Nashville	WSM-TV	24,781
New Haven	WNHC-TV	143,800
New Orleans	WDSU-TV	52,150
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,150,000
Newark	WATV	
Norfolk	WTAR-TV	61,459
Oklahoma City	WKY-TV	79,495
Omaha	KMTV, WOW-TV	70,166
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	814,000
Phoenix	KPHO-TV	37,400
Pittsburgh	WDTV	212,000
Providence	WJAR-TV	105,355
Richmond	WTVR	68,754
Rochester	WHAM-TV	77,219
Rock Island	WHBF-TV	49,581
Quad Cities Include Davenport, Moline, Rock Isc., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	39,000
San Antonio	KEYL, WOAI-TV	41,542
San Diego	KFMB-TV	83,500
San Francisco	KGO-TV, KPIX, KRON-TV	159,173
Schenectady-Albany-Troy	WRGB	147,000
Seattle	KING-TV	75,800
St. Louis	KSD-TV	268,000
Syracuse	WHEN, WSYR-TV	101,405
Toledo	WSPD-TV	120,000
Tulsa	KOTV	68,950
Utica-Rome	WKTV	38,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	244,260
Wilmington	WDEL-TV	59,901

Total Markets on Air 63 Stations on Air 107 Estimated Sets in Use 11,313,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WMAR-TV

Baltimore has a

LONG TIME RECORD FOR LEADERSHIP!

1st on the network!

1st on the local scene!

The network show with the highest rating in Baltimore according to the American Research Bureau is none other than "Arthur Godfrey and his Talent Scouts." Top rated local show is Tuesday night wrestling from the Coliseum with Bailey Goss as Master of Ceremonies. Both come through on Channel Two.

284,985

sets in Baltimore (Baltimore set Circulation figures as of March 1st).

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

★ **CHANNEL 2** ★

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Rifkind Named

(Continued from page 57)

with ASCAP's per program terms, may be able to negotiate better ones for his station which would then become the model for a general industry per program license.

A number of telecasters, however, believe that the unwillingness of the ASCAP committee, headed by its general attorney, Herman Finkelstein, to compromise in negotiations with the all industry committee is clear proof that the society's management, and presumably the ASCAP board from whom the management receives its instructions, do not want to make a fair deal on their own responsibility but would prefer to have the license terms set by the courts, even though these terms may well be less favorable for ASCAP's membership than those offered by the TV committee.

Rifkind History

Describing the new special counsel in his report to Mr. Martin, Mr. Sprague said:

"Simon H. Rifkind got his law degree from Columbia Law School in 1925. Thereafter he spent a year as a member of the Columbia U. research staff in legal economics and contributed a number of articles to the professional press. Thereupon, he became associated with United States Senator Robert F. Wagner, as a member of the firm of Wagner, Quillinan & Rifkind. That association continued until 1941, when he became a judge of the Federal Court in New York. He resigned from the bench in the middle of 1950 and became a member of the firm of Paul, Weissn, Rifkind, Wharton & Garrison."

SWG PACT

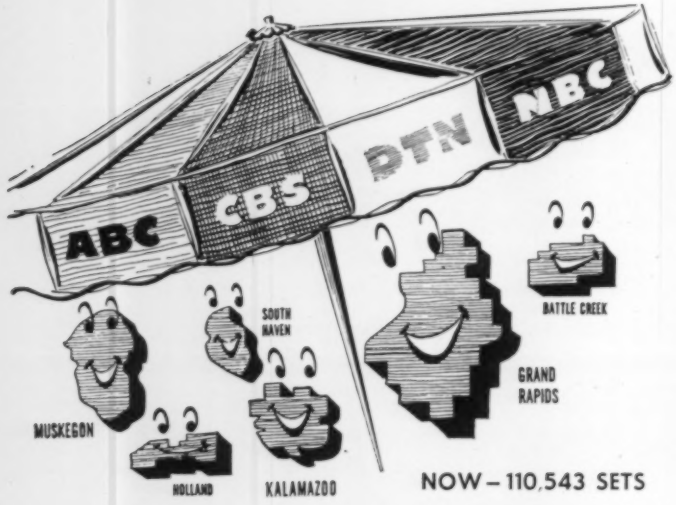
Movie Makers Face TV Issue

FOLLOWING the successful conclusion of a contract with major motion picture producers last month [BROADCASTING • TELECASTING, Feb. 19], Screen Writers Guild last Thursday opened negotiations for a new contract with the first group of independent screen producers, The Independent Motion Picture Producers Assn. Negotiations with another independent group, Society of Independent Motion Picture Producers, are scheduled for later this week.

Foremost among things the union seeks are clarification of television issues and separation of rights. The contract with the major producers provides for the latter and reopening of the contract every two years on the question of TV, or any time the producers make an offer concerning the medium to the Screen Actors Guild or Screen Directors Guild.

KTSL (TV) Hollywood joins Southern California Broadcasters' Assn. as 53d member.

nothing but smiles under our umbrella!



NOW – 110,543 SETS

WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

film report

THE MARCH OF TIME's success with its TV film adaptation of **General Eisenhower's** *Crusade in Europe* has led the same group to start work on a follow-up series, tentatively titled *Crusade in the Pacific*. Unlike the first series, this will be based on no single book or record of the campaign, but will draw from records and reports of all the services and from both Allied and Japanese documents. About 300 million feet of film will be examined before the studio decides on the specific scenes to be presented in the series which, with all the background material necessary to make the area comprehensible to American viewers, will amount to "a military and political history of the Pacific-East Asian world from 1931 through 1951." . . . *Crusade in Europe*, Peabody Award winner, is still being shown throughout the country, in some areas for the third time.

* * *

UNITED ARTISTS TELEVISION, New York, has been appointed national distributor of the *Great Merlini*, new half-hour TV film series produced by **G & W PRODUCTIONS** and filmed at **FLETCHER SMITH STUDIOS**, New York. **Ted Post** of CBS is director of the show. The program is to be distributed on the basis of local and regional sponsorship, UA's TV Director **John Mitchell** announced. . . . The firm also reported that *John Kieran's Kaleidoscope* now has a coast-to-coast audience with KRON-TV San Francisco and KING-TV Seattle heading the list of 10 new outlets set to telecast the quarter-hour series.

* * *

FIELD RESEARCH DIVISION of the Paper Cup & Container Institute offers help to any producer planing to make training or educational film dealing with emergency feeding under disaster conditions. **Farley Manning**, division director, at 551 Fifth Ave., New York, will provide technical assistance in such scenes.

* * *

SNADER TELESCRIPTIONS Corp., Beverly Hills, has completed a series of five TV film shorts featuring the **Hoosier Hot Shots.**

* * *

ABBY Inc., New York, has leased rights to 92 first run TV films to KTTV (TV) Los Angeles. Contract gives station two year exclusive rights to films in the Los Angeles and San Diego areas. Forty features and 52 Westerns are included.

* * *

PAUL PARRY PRODUCTIONS, Hollywood, has completed the third in its projected series of 13 thirteen-and-one-half minute TV films, *Calendar Girls*, featuring humorous narration by **Ray Foster** and well-known New York and Hollywood models.

* * *

HOME STAR THEATRE Inc., new TV film producer, has been organized by several Hollywood motion picture industry personalities, including **Charles Laughton**, film star; **Edward and William Nassour**, producers; **George Bagnall**, former United Artists West Coast executive; and **Paul Gregory**, talent agent.

* * *

DUDLEY TELEVISION Corp., Hollywood, has completed three 20-second animated singing film spots, featuring *Four Hits & a Miss*, for **Leslie Salt Co.**, San Francisco. KNBH (TV) Los Angeles and KTTV (TV) Hollywod head the list of Western stations slated to air the spots. Agency is **Long Adv. Service**, San Jose, Calif.

* * *

JERRY FAIRBANKS PRODUCTIONS, Hollywood, has completed *The Other Face*, another in its *Front Page Detective* TV film series. Film will be telecast March 23 on KTTV (TV) Hollywood. . . . The firm estimates that 40 million viewers will see its hour-long TV film program, *Hill Number One*. So far, more than 113 showings are scheduled for the public service film dealing with the story of Easter. The four major TV networks and 76 independent stations plan to show the film during Easter week-end.

* * *

WILLIAM WILBUR ADV. Inc. has packaged half-hour informal women's program, *At Home With Maria*, starring **Maria Riva**, noted for her appearance in play, "Foolish Notion." "Homemaking-can-be-fun" is to be theme of the new show, arranged by the agency's **Trudy Richmond.**

SAG-TVA Hearings

NLRB New York hearings on the jurisdictional dispute between Television Authority and Screen Actors Guild, being transferred to Hollywood [BROADCASTING • TELECASTING, March 12], are expected to get underway in two to three weeks. According to a SAG spokesman, hearings will be concerned with testimony on working conditions and production techniques involved in making CBS *Amos 'n' Andy* films only, rather than those with *Lum and Abner* TV films too as previously announced, inasmuch as only a pilot film was made of the latter.

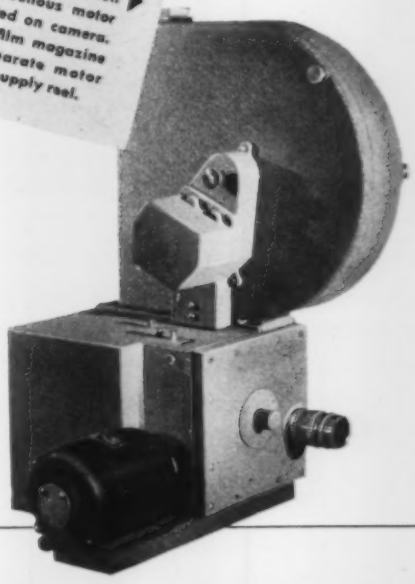
You need the BEST TOOLS to do the BEST JOB

for film projection: The Eastman 16mm. Television Projector, Model 250. The first heavy-duty 16mm. projection instrument designed for TV film requirements, it is specifically engineered to obtain the best possible flat-field image plus theater-quality sound reproduction from 16mm. sound film for broadcast on TV audio and video circuits.

Whisper-quiet mechanical operation —plus sound reproduction free from high-frequency distortion—it is simple to operate. It will deliver continuous-duty performance on a full air-time schedule. Capable of instant start-stop operation, it gives your programming staff a tool for intercutting film and live action instantaneously.

◀ Illustration shows the Eastman 16mm. Television Projector, Model 250, from control panel side. Glass door permits full visibility of film-advance mechanism at all times.

The Eastman Television Recording Camera. Illustration shows synchronous motor drive mounted on camera. Housing on film magazine encloses separate motor drive for film supply reel. ▶



for film recording: The Eastman Television Recording Camera. Whether network or local, live or film, recording of every broadcast program is your only permanent program record. It can pay for itself—and earn a profit, too—by giving your air-time schedule more flexibility, your advertisers wider market coverage, and your program department more sales potential.

This equipment is available for immediate delivery and installation. For detailed information concerning prices, specifications, and installation data, write directly to Rochester or any branch office.

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

For the first time in Northern California the full dramatic impact of "government-in-action" was brought into the homes of thousands of viewers, when KPIX telecast the hearings of the Kefauver Senate Crime Investigation Committee.

Only through the miracle of television was it possible, by a simple flick of a dial, for viewers to actually witness the complete proceedings direct from the Federal Court Room in San Francisco.

18 HOURS

Nine hours a day, for the full two days of the hearings, on March 2 and 3, the KPIX Remote Crew trained their cameras on the real-life drama of investigators and witnesses in their serious game of questions and answers. Without question this was the most complete on-the-spot news coverage yet achieved in Northern California.

PUBLIC SERVICE AT ITS BEST

In keeping with its traditional policy of serving the public interest, KPIX deleted its commercial schedules and mobilized additional manpower in its unrestricted effort to bring these telecasts, of nationwide significance, to televiewers.

The impact of KPIX's telecasts, in arousing public interest in the crime hearings, was overwhelming. Congratulatory letters from all over Northern California deluged the station, lauding KPIX's outstanding public service; and, a coincidental survey indicated that over 50% of all television sets in this area were in continuous use during the two days.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 560
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

Allocation Plan

(Continued from page 25)

get the 20-25% of the total it requested.

● Despite some proposals, operating VHF stations are not expected to be switched to UHF channels, but operators can expect a number of VHF channel interchanges.

● VHF and UHF channels will continue to be intermixed in the same metropolitan areas. In the reshuffle, some VHF allocations now unoccupied have been turned into UHF channels. When faced with VHF competition, the UHF allocation will be multiple where possible.

● Offset carrier operation will play a more direct role in allocating the "tight" eastern half of the country. Directional antennas will be possible "shoe horns" in specific cases but will not be part of the allocation policy.

● VHF power will be 100 kw, UHF 200 kw, with antenna height 500 ft. above average terrain (VHF power now is 50 kw). Increasing antenna heights to the top practical limit will be encouraged since the effect of greater coverage is not attended by the corresponding increase in interference which occurs through boosting power.

● Variable station separation standards have resulted, but with average separation about 180 miles seen for co-channel operation. Spacing considerations have been set forth in more complex manner than the former proposed mileage separations of 220 miles for VHF co-channel operation (200 miles for UHF) and 110 miles VHF adjacent channel operation (100 miles UHF). (Co-channel separation for VHF presently is 150 miles).

Station Spacing

● Because of geography, location of population concentrations, station spacings will naturally be wider in West, closer in East.

While the proposed report by late last week was known to be in "good shape" generally, it had suffered a thorough face-lifting over that originally recommended by the staff. Such suggestions as giving a boost to UHF by allocation revisions which would force many operating VHF stations almost immediately into the UHF were not well received and hence revised.

The proposed revision is not expected to be a unanimous report. Some dissenting opinion may issue on technical-policy issues and a vigorous dissent by Comr. Frieda B. Hennock is expected on the educational issue. Her views may be shared at least in part by others.

Admittedly concerned that speculation about TV allocation has gone astray in too many quarters, FCC wants to release the report as quickly as possible. But its desire for haste has been well tempered by realization of the technical complexity of the TV plan as well as the long-range, nation-wide economic and social impact it contains.

The Commission obviously would like to issue as many grants and enable the construction of as many stations as possible before defense cutbacks would preclude such construction, as well as set production. No one need tell FCC its freeze has been unpopular and generally misunderstood. Correspondence on the subject, bulging the TV dockets, is a constant reminder.

FCC also knows TV has been recognized as a potent civil defense medium and it is believed defense authorities also would like to see as broad a TV circulation as soon as practical without impeding the rearmament program.

BANKS' AID URGED

In Anti-Inflation Drive

AMERICA'S banks were invited to join with radio-TV in driving home the government's anti-inflation campaign in a speech by Robert N. Pryor, vice president of WCAU-AM-TV Philadelphia, before the Public Relations Conference of the Pennsylvania Bankers Assn.

Mr. Pryor urged bankers to put their positions of trust and dependability in the public mind to work for the country in its efforts to avert major inflation. He said the banks, through public service announcements on radio-TV, could become "a sort of 'Voice of America' at home."

He noted that "in the past, bankers have profitably used radio to sell their services and to educate people about banking. Now you can extend this public acceptance to the field of television to tell the people of your community more about the five anti-inflation steps set up by the American Bankers Assn." He pointed out that "more than 2,000 banks are using radio and television. . . ."

PHILCO OUTPUT

TV Remains 'Satisfactory'

PRODUCTION of television receivers has been maintained at a high level and 1951 first-quarter earnings are running at "very satisfactory" levels as a result of a material conservation program, Philco Corp. stockholders were told last Monday in a letter accompanying dividend checks.

William Balderston, Philco president, also cited development of its new television chassis which is claimed to give improved performance while conserving scarce materials. Philco's new TV receiver, demonstrated in Washington last month [BROADCASTING • TELECASTING, Feb. 19] and slated for introduction later this year, eliminates use of cobalt and reduces need of other metals, Mr. Balderston noted. "The fact that it requires a reduced quantity . . . should make it possible to maintain present television output at higher levels than would otherwise be the case," he pointed out, adding that Philco will make its new designs available to the whole industry.

upcoming

March 19: American Marketing Assn. Meeting on Radio-TV Research Techniques, Hotel Shelton, New York.
March 19: BMI Program Clinic, Colorado Springs.
March 19: MBS Regional Affiliates Meeting, Albuquerque, N. M.
March 19-20: Colorado Broadcasters Assn., Program Clinic and Round-table Discussion, Broadmoor Hotel, Colorado Springs, Colo.
March 19-22: IRE National Convention, Waldorf-Astoria, New York. Radio Engineering Show, Grand Central Palace, New York.
March 19-29: Inter-American Broadcasting Assn., Second Convention, Sao Paulo, Brazil.
March 20: MBS Regional Affiliates Meeting, Charlotte, N. C.
March 21: MBS Regional Affiliates Meeting, San Antonio, Texas.
March 22: MBS Regional Affiliates Meeting, Nashville, Tenn.
March 24: MBS Regional Affiliates Meeting, Tulsa, Okla.
March 26: Oral Argument on Color Television, U. S. Supreme Court, Washington, D. C.
March 26: FCC-Licensee Civil Defense Conference, Washington, D. C.
March 26-27: MBS Regional Affiliates Meeting, Minneapolis, Minn.
March 27: Annual Membership Meeting, ASCAP, Waldorf-Astoria, New York.
March 27-28: MBS Regional Affiliates Meeting, Jacksonville, Fla.
March 28: National Television Film Council All-Day Forum, New York.
March 28-31: Assn. of National Advertisers, Spring Meeting, The Homestead, Hot Springs, Va.
March 29: BMI-N. C. Assn. of Broadcasters Programming Clinic, Selwyn Hotel, Charlotte, N. C.
March 30: MBS Regional Affiliates Meeting, Detroit, Mich.
March 31-April 1: Advertising Federation of America, Eastern AFA Intercity Women's Club Conference, Shoreham Hotel, Washington, D. C.
April 2-5: Premium Advertising Assn. of America, Chicago Premium Centennial Exposition, Hotel Stevens, Chicago.
April 3: McFarland Bill (S 658) Hearings Begin. Open. Room to be designated, New House Office Bldg., Washington, D. C.
April 5-7: Sixth Annual Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.
April 6-8: AWRT Convention, Hotel Astor, New York.
April 11: Brand Names Day 1951, Hotel Commodore, New York.
April 11-13: AIEE Southern District Meeting, Miami Beach, Fla.
April 14: Fifth Annual Spring Technical Conference, Cincinnati Section of IRE, Engineering Society Headquarters, Cincinnati.
April 14-18: Financial Public Relations Assn., Midyear Meeting, Dallas, Tex.
April 15-19: NARTB 29th Annual Convention, Hotel Stevens, Chicago.

Give-away PRIZES

"Fastest-growing prize service in the West." We serve more than 50 AM and TV stations, plus network shows.

We use $2 to $50 items and invite inquiries from manufacturers and their agencies. We give you 100% cooperation.

Associate Needed—

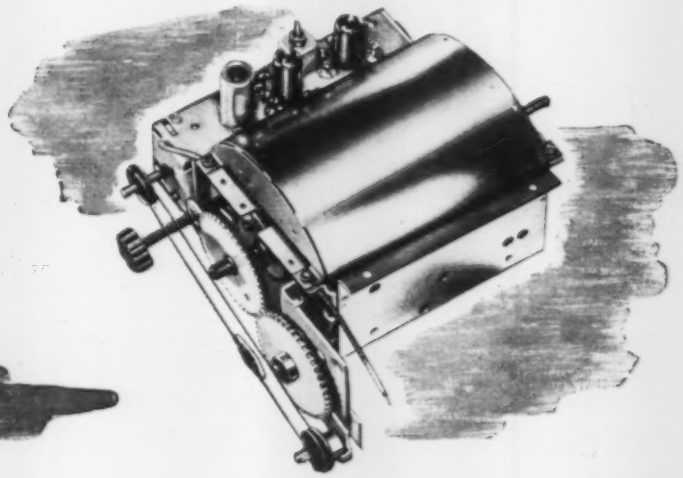
For Chicago Office; investment and your services required.

RAY AND BERGER

1471 N. Tamarind Ave., Hollywood 28; Telephone: HUdson 24202

WHY You Can Operate Zenith TV from Your Easy Chair

THIS MIRACLE TURRET TUNER IS THE SECRET... and only Zenith has it!



You sit anywhere in the room... blissfully relaxed... with Zenith's wonderful "Lazy Bones" Remote Control in your palm. You press lightly with your thumb, and change programs one after another! No jumping up, not one knob to touch or re-tune! This operation of the tuner by remote control is possible because Zenith's Turret Tuner is truly a miracle of automatic precision and stability!

Yes, *all* the necessary adjustments are made for you automatically, all at one time... and this tuner is so heavy—so sturdy—that even years of constant use will not cause its contacts to lose their precision and let the picture drift and fade!

And that's not all... this tuner is so much *more sensitive* that even in far outlying locations, it takes signals too weak for other sets to handle, and turns them into beautifully clear, steady pictures!

What's more, there is *no other tuner in television* so easily, quickly, inexpensively adapted in your home to receive the proposed new ultra-high frequencies on present standards, without an external converter!

Please remember—ONLY ZENITH HAS THIS TURRET TUNER. So regardless of what you read or hear, before you invest in television be sure to see for yourself that Zenith *is* different from all others... indeed, the Royalty of Television. Your Zenith dealer invites you to prove this in your own home, before you buy.

• • •

Above, New Zenith® "Aldrich," Console TV. New 165 sq. in. 2-in-1 Screen gives instant choice of circular or rectangular type pictures. Period cabinet, Mahogany veneers and hardwoods. **$369.95.** *Includes Federal excise tax. Prices subject to change without notice.*

Telestatus

(Continued from page 64)

from the total time costs of $3,502. Mr. Zucker added that the cost per inquiry for the two TV stations that pulled the largest response averaged only 60 cents, while for the two best magazines the cost per response averaged $1.19, or twice as much, indicating that further testing may show per-inquiry costs appreciably less in TV than in magazines.

Stating that the help of client and agency enabled Dynamic to produce film spots that "do justice to the delicacy and fine workmanship in Hathaway fabrics," Mr. Zucker said that "because of the success of this test campaign, we have already produced more films for Hathaway which are being utilized in a national campaign."

* * *

U. of Ky. Surveys Viewing Habits

THE TELEVIEWING habits of the more than 80,000 TV families in the Louisville, Ky., area have been the subject of a comprehensive survey just completed for WHAS-TV Louisville by the Psychological Services Center of the U. of Kentucky.

Taken during the week of Jan. 8, the survey involved 13,000 telephone calls. The study revealed that from 6 to 10 p.m. an average of 57.8% of area TV sets are in use. Friday was the biggest evening with 64% of the sets turned on; in second and third positions were Sunday evening, 62.9%, and Saturday, 51%. Of the 13,000 homes phoned, 42% reportedly owned telesets. Almost 80% of these were reported in the upper middle and lower middle income groups.

* * *

Advertest Studies Weekend Audiences

SUNDAY is reported a bigger TV day than Saturday in Advertest's February issue of "The Television Audience of Today," which covered weekend habits in television homes. During the period Feb. 5-13, Advertest interviewers contacted 754 teleset owners throughout the New York reception area.

Peak of televiewing both days was arrived at during the hours 8-10 p.m. The number of telesets turned on rose sharply at 7 p.m. and continued on a generally high percentage level until 11 p.m.

* * *

Videodex Reports Nation's Top 10 Shows

TEXACO Star Theatre is shown as leader of the top 10 TV shows in the latest Videodex National Report covering 63 markets. The variety show, starring Milton Berle, won the attention of 60.5% of TV homes in 61 cities—a total of 6,339,000 TV homes—for the period, Feb. 1-7. The list of leading shows follows:

PERCENTAGE TV HOMES

1.	Texaco Star Theatre (61 Cities)	60.5
2.	Talent Scouts (22 Cities)	45.1
3.	Comedy Hour—Martin & Lewis (58 Cities)	44.7
4.	Fireside Theatre (38 Cities)	42.6
5.	Philco TV Playhouse (56 Cities)	41.8
6.	Kraft TV Theatre (39 Cities)	41.0
7.	Show of Shows (58 Cities)	40.8
8.	General Eisenhower (44 Cities)	39.4
9.	Godfrey & Friends (49 Cities)	37.5
10.	Studio One (50 Cities)	35.5

NO. OF TV HOMES IN 000'S

1.	Texaco Star Theatre	6,339
2.	Comedy Hour—Martin & Lewis	4,517
3.	Show of Shows	4,169
4.	Philco TV Playhouse	4,059
5.	Fireside Theatre	3,906
6.	General Eisenhower	3,557
7.	Godfrey & Friends	3,519
8.	Talent Scouts	3,506
9.	Studio One	3,443
10.	You Bet Your Life	3,423

* * *

Sponsor-Program Identification Surveyed

ABILITY of televiewers to correctly link sponsor and products to programs was notably higher than radio listeners, in a survey based on five programs conducted by Trendex Inc., New York. The televiewers averaged 78.8% correct identification; the listeners, 56.2% for the five shows. Following are the individual results:

RADIO

	Correct	Misidentification	Don't Know
Jack Benny	66.2%	0.0%	33.8%
You Bet Your Life	55	5	40
Stop the Music	37.1	8.6	54.3
Truth or Consequences	6.28	0.3	36.9
Lone Ranger	60	4	36

TELEVISION

Jack Benny	88.2%	0.6%	11.2%
You Bet Your Life	78.7	1.6	19.7
Stop the Music	82.4	0.9	16.7
Truth or Consequences	74.4	2.3	23.3
Lone Ranger	70.4	3.7	25.9

(Second quarterly Sponsor Identification Index for Network TV programs will be released March 15 with March Trendex TV Program Report.)

* * *

Nielsen Rates 'Star Theatre' Tops

MILTON BERLE's buffoonery on the *Texaco Star Theatre* still manages to tickle enough ribs to enable the program to maintain its lease on first place in the National Nielsen-Ratings for the top TV programs. Nielsen's latest report, covering the two weeks ending Jan. 27, places the top 10 shows as follows:

Rank	Program	Homes (000)
1.	Texaco Star Theatre	6,414
2.	Colgate Comedy Hour	4,992
3.	Philco TV Playhouse	4,634
4.	Show of Shows (Crosley)	4,576
5.	Show of Shows (Participating)	4,428
6.	Show of Shows (Snowcrop)	4,309
7.	You Bet Your Life	4,260
8.	Martin Kane	3,994
9.	Toast of the Town	3,962
10.	Arthur Godfrey (L. & M.)	3,814

Rank	Program	Homes (%)
1.	Texaco Star Theatre	61.5
2.	Show of Shows (Participating)	50.0
3.	Colgate Comedy Hour	49.7
4.	Show of Shows (Snowcrop)	48.3
5.	Show of Shows (Crosley)	47.9
6.	Philco TV Playhouse	47.8
7.	Fireside Theatre	47.7
8.	Gillette Cavalcade	45.1
9.	Godfrey's Scouts	42.9
10.	Hopalong Cassidy	42.9

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* * *

Charles' Bout Tops Trendex Report

CHAMPIONSHIP bout between "Jersey Joe" Walcott and Ezzard Charles beat Milton Berle to the punch by registering a 60.3 Trendex rating during the week of March 1-7.

Following are the top 10 Trendex ratings for sponsored network TV shows, March 1-7:

1.	Fight of the Week (Walcott-Charles)	60.3
2.	Star Theatre—Berle	51.4
3.	Comedy Hour	49.6
4.	Godfrey's Talent Scouts	45.2
5.	Your Show of Shows	42.4
6.	Fireside Theatre	39.7
7.	Martin Kane, Private Eye	36.3
8.	Cavalcade of Sports	36.0
9.	Godfrey 'n Friends	36.0
10.	Man Against Crime	34.2

SPECIAL EVENT

America Applauds—Richard Rodgers 39.6

TV Outshines 'Star'

TELEVISION set circulation in the Washington, D. C., area has passed that of the Washington *Evening Star's* Sunday edition, it has been reported. The Washington Set Circulation Committee said there were now 244,260 TV receivers in the area. The *Star's* Sunday circulation, according to the Audit Bureau of Circulations, is 237,657.

FREED RADIO

Files Bankruptcy Petition

VOLUNTARY petition in bankruptcy has been filed by Freed Radio Corp., New York, manufacturer of television sets and electronic communications equipment under the trade name Freed-Eisemann, through its attorneys, Krause, Hirsch, Levin & Heilpern, New York, in the U. S. District Court for the Southern District of New York.

Radio Corp. of America, credited with $57,353.75, and Sylvania Electric Co., credited with $8,720.64, were listed among the 10 largest creditors out of a general group of 300.

Cites Reasons

The action, according to papers filed by the company, was "made necessary by reason of the fact that . . . [Freed Corp.] . . . is unable to pay its debts as they mature. The lack in the sale of television sets, which is a matter of common knowledge in the television industry, has resulted in the debtor's present predicament, coupled with the fact that it maintains, at the present time, an inventory of approximately $923,000."

Schedules of the company's liabilities and assets had yet to be compiled, and a period extending to March 27 was granted by the court for that purpose.

The company proposed, among other things, to pay unsecured creditors 100% in 12 monthly installments commencing six months after the court should confirm such arrangement.

Officers of Freed Corp. were listed as Arthur Freed, president, director and 75% stockholder; Irving Freed, secretary and director; G. Leon Freedman, assistant secretary and director, and Joshua Seiger, vice president.

The petition was referred to Referee John E. Joyce.

Broadcast Engineers!

Attend Broadcast Day at IRE Nat'l. Convention & Radio Engineering Show

Tuesday, March 20th has a special group of papers for Broadcast Engineers:

• Symposium: BROADCAST TRANSMISSION SYSTEMS—Morning

General Meeting
"Master Control Facilities for a Large Studio Center"—*R. H. Tanner*
"Cathode-Ray Oscillography in AM, FM, and TV Broadcasting"—*P. S. Christaldi*
"Optimum Performance of Sectionalized Broadcasting Towers"—*C. E. Smith*
"Increased Economy and Operating Efficiency of Television Broadcast Stations Through Systemic Design"—*R. A. Isberg*
"Technical Considerations of Television Broadcasting"—*G. E. Hamilton*

• Symposium: PANEL DISCUSSION ON THE "EMPIRE STATE STORY"
Afternoon

A detailed discussion of the electronic, electrical, architectural, and mechanical constructional features of the Empire State broadcasting facilities by a group of specialists who are specifically involved in the activity.

• Symposium: COLOR TELEVISION—Evening

A panel of several leading engineers from companies currently engaged in color television research and development will discuss the most recent technical advances which have been achieved in their respective laboratories during the past year.

IRE Member Registration $1. Non-member $3.

AS EXHIBITED AT THE-

267 Exhibits

Many including Audio, Communication and Broadcast Equipment.

The Institute of Radio Engineers

1 East 79th St., New York, N. Y.

While a camera is put in place, production problems on Success Story *are discussed by (l to r) Bill Bowers, floor captain; George McMeans, works manager of Kaiser, and Mr Schlichter.*

★ ★ ★ ★

DAY AT A STEEL MILL

KTTV Takes Viewers on Hour-Long Tour

KTTV (TV) Hollywood's most ambitious program to date, and possibly one of the most complicated television programs yet attempted by any TV station, was undertaken when the station did a remote telecast of the workings of the Kaiser steel mill, Fontana, for its bi-weekly *Success Story* program series.

Integrating the activities of the huge and widely spread-out plant into an hour-long program, the station utilized three remote trucks and four cameras placed at three locations. Two cameras were placed at the open hearth furnaces, the focal point of the telecast, and one camera each at the No. 2 blast furnace and the blooming mill. Microwave links were used by the production crew between the various locations which were a half-mile apart. Transmitting "dishes" mounted atop each of the secondary locations beamed signals to corresponding receiving "dishes" on top of the open hearth building.

Technical Problems

Several technical difficulties arising from the extent of the territory covered as well as those from the nature of the telecast had to be overcome by the station production crew. One of these was that the exceedingly bright light given off by the open hearth furnace prohibited an ordinary TV camera from giving the true picture of the molten metal process as well as background activity. This was overcome by using a special optical filter on the camera lens, cutting down the glare of the light and yet allowing a clear picture of the activity.

Another problem to surmount because of the great distance between pickup points was that of installing a dependable communications system for audio signals to enable split second timing of camera movements and cueing.

One of the station's major problems was that the use of so much microwave equipment in the plant itself left none to transmit the signal from the steel mill to the station's transmitter on Mt. Wilson. This was taken care of by an intricate plan devised by the telephone company involving a special process of double transmission and signal pickup phone lines sending the picture to nearby Mt. Diablo; then to the phone company building in downtown Los Angeles; thence to the station's master control room, and from there to Mt. Wilson.

Karl Schlichter writes and produces the *Success Story* series under the supervision of Kai Jorgensen, of Hixson & Jorgensen Inc. advertising agency. Richfield Oil Co. sponsors the public service telecasts which aim to portray American business successes.

Balaban Recovering

JOHN BALABAN, president of Balaban & Katz theatre chain, Chicago, which owns WBKB (TV) there, was recovering Friday at La Casita Hospital in Indio, Calif., after undergoing an emergency appendectomy Monday. He and his wife are in California for a vacation.

ENZINGER SUIT

Motion To Dismiss Planned

ATTORNEYS for Ed Sullivan, star of *Toast of the Town* on CBS-TV, will file a motion to dismiss the complaint of Mrs. Irene Castle McLaughlin Enzinger in Chicago Circuit Court April 4. Mrs. Enzinger, a famous dancer before World War I and now a Chicago socialite, charges Mr. Sullivan, Ford Motor Co., which sponsors the show, and CBS with invasion of privacy by the "unauthorized" showing of a dancing film in which she appeared with her (then) husband, Vernon Castle.

The film, which was telecast in March 1950, reportedly was loaned to Mr. Sullivan for use in a 1936 stage show. Arvey, Hodes & Mantynband, Chicago firm representing Mr. Sullivan, will file an answer to the brief if the motion to dismiss is overruled. The case might not be heard for "two or three years," one attorney said.

Put the "655" thru the Studio-Test

Test it for lows!
Test it for highs!
Test it for fidelity!
Test it for voice!
Test it for music!
Test it for versatility!
Test it for ruggedness!
Test it for "non-pop"!
Test it for convenience!
Test it indoors, outdoors!

it's EV for TV

MICROPHONES • SPEAKERS
PHONO PICKUPS • TV BOOSTERS

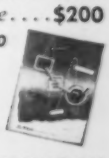
SEE Why Audio Engineers Switch to this

SLIM-TRIM
TV DYNAMIC

The only Microphone with all these Features!

Slim-Trim Design • Dynamic Performance • Response 40-15,000 c.p.s. ± 2.5db • Individually Laboratory Calibrated • Power Rating -53 • Pop-Proof Head; built-in Blast Filter stops wind and breath blasts • Exclusive Acoustalloy Diaphragm withstands severest service • Omnidirectional; requires no closely associated auxiliary equipment • Changeable Low Impedance • Removable Swivel • ½" or ⅝"-27 thread mounting • Cannon XL-3 Connector • All parts precision ground • 20 ft. broadcast type cable. *Write today for further facts!* **Model 655.** *Price*....**$200**

Send for Catalog No. 110



Electro-Voice

402 CARROLL STREET • BUCHANAN, MICHIGAN
Export: 13 East 40th St. New York 16, N.Y., U.S.A. Cables: Arlab

HIGH BMB RATINGS Sold Us on DULUTH-SUPERIOR

Says Walter H. Kniffin
Mgr. of Media,
H. W. Kastor & Sons

"I am pleased to send our contract on the Eddie Arnold Show for the next 52 weeks. The tremendous effectiveness of KDAL helped immeasurably in selling our client on your market. KDAL's greatly increased BMB plus KDAL's unusually high ratings helped swing the decision to the Duluth-Superior market and, of course, KDAL. We are looking forward to the usual KDAL type of merchandising and promotion job."

More for Your Money . . . on

CBS

KDAL

DULUTH-SUPERIOR
5000 WATTS
ON 610

ANA: Round Two

(Continued from page 23)

expenditures, should wish to keep track of trends in the *value* of radio time. And in doing so, it is appropriate and possible to demonstrate how television is altering that value."

Explaining its formula—used in the preceding study—it said:

The method suggested to members for measuring relative radio time values is based on the simple arithmetic growth of television homes. It employs standard data that are local and can be kept current. The method is simple and clear-cut.

Unwarranted basic assumptions are eliminated. There is little, if any, area for genuine disagreement. It handles the problem equitably in each city area and thus serves the network advertiser and the spot advertiser equally. It does not affect time values in non-TV cities. For all these reasons, this arithmetic method is suggested to advertisers as a practical way to evaluate radio evening time.

One change in formula is substitution of a 60-mile area for the 40-mile area previously used in counting television homes. The report explains that this revision "corresponds with the change made by NBC . . . in its method of reporting this information."

The ANA committee cited a table based on Nielsen figures as demonstrating that "each new TV installation signifies, for all practical purposes, the virtual elimination of one more home from the total of actual or potential radio listening during evening broadcast hours."

Values 'Zero'

It conceded that "there still is, of course, some slight degree of radio listening in TV homes. Therefore, any calculation must be subject to whatever value one wishes to place on this vestigial radio listening in TV homes." The ANA committee valued it at "zero."

In preparing the study, the committee listed each TV city in which CBS or NBC had a radio affiliate. The number of radio homes covered by each of these affiliates was recorded, based on information from the station, from BMB figures, or from estimates based on the station's power and frequency. Then the number of TV homes within a 60-mile area was entered, using April 1 as the mid-point of the first half of 1951.

On the assumption that each TV home formerly was a radio home but had since eliminated evening listening, the relative time value of each station was assumed to be reduced by the ratio of TV homes to claimed homes. These percentage figures were rounded off to the next lowest 5% for simplicity's sake, the report said.

(Where TV coverage areas are greater than AM coverage areas, the committee explained, the base used in calculating the value-declined ratio was increased "to include the entire number of families in the 60-mile area, again using NBC estimates.")

With this formula, the report gave the following "relative radio time values of two networks based on television displacement as of April 1, 1951":

	NBC	CBS
1. Current gross night hour cost in TV cities	$18,295	$17,945
2. Relative values in TV cities	12,965	12,156
3. Reduction in relative value in TV cities (1 minus 2)	5,330	5,789
4. Current full network gross night hour cost	27,785	29,920
5. Relative value of full network (4 minus 3)	22,455	24,131
6. Percent reduction in relative value of full network (5 divided by 4)	19.2%	19.4%

For individual NBC and CBS affiliates in TV markets, the committee estimated reductions in evening radio time rates would be in order as follows:

No reduction—W S M Nashville, NBC affiliate.

5% cut—WHO Des Moines, WOAI San Antonio, WDAF Kansas City, all NBC affiliates; WWL New Orleans, CBS affiliate.

10%—WSB Atlanta, WFAA Dallas, KVOO Tulsa, WOW Omaha and WLW Cincinnati among NBC affiliates; KSL Salt Lake City, KFAB Omaha, WRVA Richmond and WHAS Louisville among CBS affiliates.

15%—KOMO Seattle, KNBC San Francisco, KTAR Phoenix, KOB Albuquerque, KSD St. Louis among NBC affiliates; WBT Charlotte, WREC Memphis, WLAC Nashville among CBS affiliates.

20%—WSOC Charlotte, WSMB New Orleans, WMC Memphis, WBRC Birmingham, WOC Davenport, KPRC Houston, KDKA Pittsburgh among NBC affiliates; KSO Des Moines, KIRO Seattle, WJR Detroit, KCBS San Francisco, KRLD Dallas, KMBC Kansas City, KTRH Houston, WAPI Birmingham, KGGM Albuquerque and WQUA Moline, Ill., among CBS affiliates.

25%—WJAC Johnstown, WSPD Toledo, WJAX Jacksonville, WTAR Norfolk, WDEL Wilmington, WKY Oklahoma City and KDYL Salt Lake City among NBC affiliates: WCCO Minneapolis, W K Z O Kalamazoo, WARD Johnstown, WMBR Jacksonville, WBIG Greensboro, KTSA San Antonio among CBS affiliates.

30%—WIRE Indianapolis, WHAM Rochester, WBZ Boston, WMAQ Chicago, WGY Schenectady, WAVE Louisville and WJAR Providence among NBC affiliates; KOOL Phoenix, WPRO Providence, WFBM Indianapolis, KCBQ San Diego, KMOX St. Louis, WAGA Atlanta, WJAS Pittsburgh, KOMA Oklahoma City, WIBX Utica among CBS affiliates.

35%—WIOD Miami, among NBC affiliates; KTUL Tulsa, WHEC Rochester, WGBS Miami, WBBM Chicago among CBS affiliates.

40%—WOOD Grand Rapids, KFSD San Diego, WMBG Richmond, WGAL Lancaster, WINR Binghamton, WTMJ Milwaukee among NBC affiliates: WISN Milwaukee, WGR Buffalo, WBNS Columbus, WNBF Binghamton and WJEF Grand Rapids among CBS affiliates.

45%—WWJ Detroit, WTAM Cleveland among NBC affiliates; WTRY Troy, WHIO Dayton among CBS affiliates.

50%—KFI Los Angeles, WSYR Syracuse, WRC Washington, WERC Erie, KSTP Minneapolis-St. Paul among NBC affiliates; WCBS New York, WKRC Cincinnati, WFBL Syracuse among CBS affiliates.

55%—WNBC New York, WBEN Buffalo among NBC affiliates; WGAR Cleveland, KNX Los Angeles, WTOP Washington among CBS affiliates.

60%—KYW Philadelphia, WBAL Baltimore among NBC affiliates: WCAU Philadelphia, WCAO Balti-

Looking over a transmitter at the new WFAA-WBAP-570 installation are (l to r) Paul Barnes, WFAA-WBAP plant supervisor; R. C. Stinson, WBAP technical director, and Ray Collins, assistant manager of WFAA in charge of technical operations.

* * *

WFAA-WBAP

New 570 kc Plant Underway

WFAA Dallas and WBAP Fort Worth are jointly installing a new $200,000 directional antenna system and transmitter to improve nighttime reception on the 570 kc frequency which the two stations share.

The new WFAA-WBAP-570 facility will be combined with their 820 kc plant at Grapevine, between the two north Texas cities. Under an unusual FCC arrangement, the radio affiliates of the Dallas *Morning News* and Fort Worth *Star-Telegram* divide time on the air on the same two frequencies. ABC is heard in the Forth Worth-Dallas area on 570, NBC on 820.

Completion of the new 570 transmitter with 5 kw power is scheduled for mid-June. Three 650-foot towers will be used with the ground system covering 100 acres. The old 570 plant was at Arlington, Tex. Engineers said combining WFAA-WBAP-570 and 820 (50 kw) plant facilities will make for a more efficient operation.

KUOA

SILOAM SPRINGS, ARK.

ONE OF THIS WEEK'S ADVERTISERS

Ford

5000 WATTS
M.B.S. AFFILIATE
Serving 4-State Area
Mo. Ark. Kan. Okla.

Associated With KGER
Long Beach, Calif.

more, WEEI Boston among CBS affiliates.

The study included a table indicating that, for 21 CBS nighttime programs, the cost per thousand homes reached had increased from $5.62 in October-November 1949 to $7 in October-November 1950, a gain of 24.6%. For 20 NBC nighttime programs the increase was shown as from $6.85 per thousand homes to $8.75, or 27.7%, during the same period. The figures are based on gross nighttime hourly rates, the report explained, "since only the *ratio* between the two years is important."

Conclusions

Other tables led the committee to these conclusions:

"1. For the hours from 9 a.m. to 1 p.m., radio listening actually is higher in television homes than in non-television homes.

"2. During the hours from 1 p.m. through 7 p.m., the amount of radio listening in television homes becomes progressively less in comparison with that in radio-only homes . . .

(Assuming that listening in radio-only homes equals 100%, the report summarized its findings on radio listening in TV homes as follows: 1-2 p.m., 83%; 2-3 p.m., 81%; 3-4 p.m., 74%; 4-5 p.m., 69%; 5-6 p.m., 55%; 6-7 p.m., 71%.)

"3. During the nighttime hours of 7 to 11 p.m., an average of only 63 out of 100 TV homes listened to their radio sets, as compared with 34.8 out of 100 radio-only homes. In other words, there was 82% less radio listening in television homes than in non-television homes in November 1950. This figure compares with 83% as given in the previous report for the month of December 1949."

The report reiterated that "the problem of calculating the relative value of radio time to the advertiser must be approached on a local basis. In the first place, television's adverse effect on radio listening occurs currently in only 60 city or market areas. It is in these cities and their suburbs—not in the hundreds of other station areas without TV—where radio values are being reduced. Furthermore, the user of spot radio must be considered. He is obviously concerned with the relative values of time on individual stations."

The committee cited Hooperatings for the *Jack Benny Show* and *Lux Radio Theatre* in five non-TV cities and in five cities with at least 25% TV audience.

"These two particular examples suggest that outstanding evening radio programs can make some progress where there is no TV competition, but that even the two top programs in radio cannot hold up where TV has developed to any appreciable extent," the report concluded. "It will be noted that the average drop for the three-year period in the five TV cities was 59% for *Lux Radio Theatre* (25.9 to 10.7) and 47% for Jack Benny (24.1 to 12.7). Both shows had increases in non-TV cities."

Radio Set Production

(Continued from page 23)

000 in January 1950.

The January 1951 output is 29% over 1950 and an estimated 20% over 1949.

1,325,450 radio sets turned out in February 1951, compared to 1,059,200 in February 1950.

The February 1951 output is 25% over 1950 and an estimated 45% over 1949.

These RTMA production figures thus show a spectacular increase in the production of radios in a period that also has witnessed perhaps a four-fold jump in production of television sets. The RTMA data apply to the entire manufacturing industry.

Much of the soaring demand for sets centers around table models, with many manufacturers selling AM-FM combination types instead of FM-only or AM-only. One company has quadrupled its AM-FM output of table models since the first of the year and still is behind schedule. Another major manufacturer will boost AM-FM table model production 50% to 75% over 1950.

The whole set production problem was taken up in detail last Tuesday at a three-way meeting of industry and factory committees. Taking part were the NAB FM Committee, headed by Ben Strouse, WWDC-FM Washington; the Industry FM Committee, headed by Morris Novik, consultant; the FM Committee of Radio-Television Mfrs. Assn., headed by John W. Craig, Crosley Division. Sessions were held at the NAB Washington headquarters.

To some extent the manufacturers conceded there are shortages of FM-AM sets, especially in recent weeks. The NAB committee will send out questionnaires to broadcasters in an effort to obtain data from local distributors on demand for FM sets. The RTMA committee will recommend that RTMA conduct a separate survey. NAB's group will submit its findings to RTMA.

Manufacturers scoffed at any suggestion they were trying to hold back FM or deliberately refusing to produce enough sets.

RTMA was invited to send a representative to the NAB convention in mid-April, to take part in the April 18 FM panel discussion. Suggestion was made that the joint groups meet again in late April to review developments at the NAB convention. Mr. Novik said he understood some Capitol Hill committee members were interested in a proposal to conduct an investigation to find out what is holding back FM.

Josh Horne, WFMA (FM) Rocky Mount, N. C., said the state can't get enough FM receivers and contended his city is 49% FM equipped. General Electric was described as sending 10% of its FM-AM table sets to North Carolina.

Mr. Novik said Germany is gearing for FM production because Russia is using the choice frequencies. He added German manufacturers might be a source of FM sets if U. S. manufacturers don't turn out enough to meet the demand. (See list of those attending three-committee conference in photo, page 23. Elliott Sanger, WQXR-FM New York, was not present at time photo was taken.)

NAB COMMITTEE

To Cover Government News

STAFF coordinating committee has been set up in NAB by President Justin Miller "to assemble, confirm and distribute day-to-day information emanating from governmental sources."

The group is to guide NAB in keeping broadcasters advised concerning wartime problems such as news of personnel, material, taxation and restrictions on broadcast operations. Ralph W. Hardy, government relations director, is committee coordinator.

Data gleaned from government publications will be summarized in the NAB management newsletter. Committee members, besides Mr. Hardy, are Richard P. Doherty, employe-employer relations director; Neal McNaughten, engineering director; Vincent Wasilewski, attorney, and Robert K. Richards, public affairs director.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

SPARTANBURG

(county)

1950

U. S. Census

POPULATION

147,888

Within the last ten years Spartanburg has enjoyed a healthy growth. The population of Spartanburg County has increased to 147,888—a gain of 16 per cent.

Over 100,000 of the people of Spartanburg County live within a 10-mile circle of the City of Spartanburg.

Retail sales in Spartanburg now exceed $100,000,000. Spartanburg is the HUB CITY of this highly industrialized and thickly populated Piedmont section.

Dollars go farther on WORD—Spartanburg's BEST RADIO BUY!

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

South Carolina

SEE HOLLINGBERY

RED PROBE

Hearing Slated Wednesday

CONGRESSIONAL probe of alleged Communist infiltration in the entertainment world, with undertones of possible subversive associations in the radio-TV field, was quiet on Capitol Hill last week.

But behind the scenes the House Un-American Activities Committee was mapping plans for a hearing slated to be held this Wednesday and resume after the Easter recess.

On the western front, however, there were complaints that the committee should not confine itself to Hollywood but should extend its inquiry into radio, television and other industries. The suggestion was offered by Y. Frank Freeman, chairman of the Assn. of Motion Picture Producers.

Mr. Freeman said he does not regard the probe as an attack on the industry, some members of which have been subpoenaed to testify Wednesday, but is an effort to unmask individual Communists and their sympathizers. He suggested, however, that radio, TV and defense industries, as well as newspapers and schools, also be included in the inquiry.

Among celebrities reportedly asked to appear are Abe Burrows, Larry Parks, John Garfield, and a score of others, for whom subpenas have been either issued or served. The committee has made plain that it has not identified any one of them as "friendly" or "hostile."

Once again authorities cloaked agenda, identity of witnesses and other details with secrecy. It was held likely that the Wednesday session would be partly open and some of it "executive" or closed. Who would appear was not known at week's end. Another hearing was in prospect for Thursday, after which the committee plans to recess until about April 1.

One of the more interesting possibilities was an unconfirmed report last week that a former network director is being served to testify on infiltration of Communists in the radio industry. Authorities declined comment on the personality phase and said the committee has no plans at present to set aside sessions for that field alone. They emphasized again that the probe will be charted along the course of individual personalities rather than any industry segment.

Reorganization Power

EMERGENCY power of the President to reorganize governmental agencies in the interests of national security was blocked last week by House rejection of legislation (HR 1545) which would have permitted such action. Last year, Senate Commerce Committee Chairman Ed C. Johnson (D-Col.), opposed a Presidential plan to reorganize the FCC, giving additional powers to the FCC Chairman. The Senate then voted down the plan.

HOOPER in TULSA

December 1950 — January 1951

	KVOO	"B"	"C"	"D"	"E"	"F"
Mon. thru Fri.						
8:00 A.M.—12:00 Noon	25.8	22.5	20.6	16.5	9.2	4.2
12:00 Noon—6:00 P.M.	44.0	20.0	9.9	11.3*	5.5	9.2
Sunday Noon—6:00 P.M.	27.3	19.1	13.0	21.0*	8.9	13.3
6:00 P.M.—10:30 P.M.	40.6	32.9	13.6	*	4.2	5.9

* Sign off at Sunset

Morning, afternoon and night, KVOO continues to lead the parade Hooper-wise and every other way in Tulsa, the heart of Oklahoma's No. 1 market. More than 25 years of great broadcasting history plus topflight programming today make KVOO "listeners choice!" Being "listeners choice" makes it "advertiser's choice" too!

For availabilities call, wire or write KVOO or your nearest Edward Petry & Company office.

KVOO

Oklahoma's Greatest Station

50,000 WATTS 1170 KC NBC AFFILIATE

NAME DIRECTORS

Ad Council Elects Four

ELECTION of Howard M. Chapin, marketing manager of Birds Eye Division of General Foods, and Kenneth Collins, vice president and merchandising coordinator of several Burlington Mills' sales divisions, as directors of the Advertising Council was announced last week by Chairman Fairfax M. Cone. Both executives represent advertisers on the council board.

Directors-at-large elected included Samuel C. Gale, past chairman of the board and now planning committee chairman; Lee H. Bristol, re-elected vice chairman of the board for a third term. Mr. Gale is vice president and advertising director of General Mills, and Mr. Bristol is president of Bristol-Myers Co.

Council campaigns under way include a special Red Cross defense mobilization drive of which Mr. Collins is volunteer coordinator, and a government reorganization campaign of which Mr. Chapin is volunteer coordinator.

EMPLOYE SUES

Asks $30,000 of WAGA

SUIT against Fort Industry Co. and James E. Bailey, as managing director of WAGA-AM-FM-TV Atlanta, has been filed by Clifford Rogers, WAGA technician. Damages of $300,000 are asked on the ground the plaintiff was defamed and otherwise injured when WAGA charged three technicians with sabotaging equipment when they walked out Jan. 14 [BROADCASTING • TELECASTING, Jan. 29, 22].

Action was filed in Fulton Superior Court, Georgia. The plaintiff denied he had done anything to injure WAGA property. He contended WAGA's $10,000 damage suit against the technicians was "done maliciously" to defame the plaintiff, attempt to break his spirit in connection with the strike and to obtain a medium for disseminating slanderous statements.

WFPG STAFF

Union-Station Settle

NEW agreement covering wages and working conditions of IBEW engineers at WFPG Atlantic City was announced last week by the union. Announcer-control operators failed to report for duty March 7, according to Fred Weber, station manager, with WFPG staffing and continuing operation without loss of operating time or program scheduling [BROADCASTING • TELECASTING, March 12]. The walkout ended March 9 when an armistice was established, according to Mr. Weber.

A new agreement was reached March 15, IBEW stated, setting up a wage scale starting at $50 a week and ranging up to $75. IBEW said a similar agreement was signed with WBAB Atlantic City, with WMID that city having reached accord several weeks ago.

The 'Blatz Song'

THOSE who decry the existence of radio commercials should check with Michael Henry, general manager of WKOW Madison, Wis. WKOW carries a disc jockey show, *You Ask For It*, which, according to Mr. Henry, has listeners calling for a commercial—a singing commercial, no less. The spot carries the message of Blatz Brewing Co., a participating sponsor through Kastor, Farrell, Chesley & Clifford, New York. In a letter to Barry Keit, account executive and recently appointed traffic manager of Headley-Reed Co., New York, WKOW national representative, Mr. Henry submitted more than 100 cards and letters from listeners requesting the playing of the Blatz song, which, he said, has become "one of the most popular tunes on the show."

WMAW LICENSE

FCC Grants Plea Time

WMAW Milwaukee has been granted further opportunity by FCC to plead for a license to cover its permit.

The Commission March 7 vacated and set aside its final decision to deny the license on grounds of alleged misrepresentation of ownership [BROADCASTING • TELECASTING, Dec. 25, 1950; Jan. 1] and has scheduled the case for oral argument March 30. The action was taken by FCC upon petitions for reconsideration filed by the station which deny the charges.

The Commission's final decision had reversed the earlier recommended decision of Hearing Examiner Basil P. Cooper, whose initial ruling had found no evidence to support charges of ownership concealment [BROADCASTING • TELECASTING April 17, 1950]. Comr. Paul A. Walker had dissented from the Commission's final ruling to reverse the examiner's decision.

WMAW is assigned 5 kw full-time on 1250 kc, directional. The station has been on the air since 1948 and is owned by Midwest Broadcasting Co.

CFRN-FM Edmonton is now on air with 279 w on 100.3 mc.

BASEBALL SOUND EFFECT RECORDS

5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS

$10. or $2. ea.

Order C.O.D. Today While Supply Lasts

Charles Michelson, Inc.

23 WEST 47th ST., N. Y. 19 PL 7-0695

Respects

(Continued from page 50)

success. By graduation time in 1933, he was 86th in a class of 431, commander of the Honor Company, president of a serious literary group called the Trident Society, cheer leader and member of the swimming team.

Looking back, Mr. Jahncke recalls that radio engineering was his toughest subject, almost causing him to "bilge out" of the Academy.

As a "lowly" ensign, and later as a lieutenant (j.g.), he spent four years cruising about the world with the fleet. In 1937 he left the Navy to seek his civilian fortunes in New York. Locating a job with NBC as night traffic supervisor, he found that the room within his means was a pretty dismal affair and settled back to the realization that things were "lowly" again. But it wasn't for very long. By 1939 he had become assistant manager of station relations for the Blue Network, predecessor of ABC, but at the time still an NBC operation.

Recalled to Navy

In 1941, when World War II threatened, even before Pearl Habor, Mr. Jahncke was recalled to active duty by the Navy as aide to Vice Admiral Adolphus Andrews, commandant of the Third Naval District and commander of the Eastern Sea Frontier. During the four and one-half years which followed, he served in four amphibious invasions: Normandy, Southern France, Lingayen and Okinawa. He was commended for his part in the planning and execution of the invasions of Southern France, Lingayen and Okinawa.

Returned in 1945 to civilian life, he rejoined ABC (which had succeeded the Blue Network) and entered the field for the second time. By 1947 he was manager of station relations; by 1948, manager of television station relations, and by 1949, vice president in charge of station relations both for radio and television. When ABC separated television and radio operations in 1950, Mr. Jahncke was promoted to his present position as vice president for radio.

Radio, like the infantry, he believes, is here to stay. He regards it as "an essential, irreplaceable medium," and one about which "the facts" have been generally ignored. "Radio has become so well-integrated into our living habits as a people that its extraordinary services are considered part of the scenery. Unlike sunlight, which occasionally is blotted out by clouds, radio is always present and consequently taken for granted. Only when it irritates us is it noticed, and then to be complained about. More American than apple pie, since more Americans have adopted it as part of living, radio has made neighbors of us all," he says.

"Radio leaves much for the listener to fill in with his imagination," he points out, "while television shows everything. Tints of the imagination aren't transmissible by color television, and neither are strange lands such as no TV scenic artist can depict. If radio were to disappear, much that now stirs public imagination would disappear."

Transmission of news, a most vital function in the Emergency Era, will continue to be more effective by radio than by television, he believes. "I'm not trying to belittle television. Both it and radio have a place, and a rather irreplaceable one, in our lives."

Idea of a hobby is not one Mr. Jahncke takes to readily. "I grew up with boats, and I play bad golf fairly regularly. I enjoy many hobbies, but I'm not a total enthusiast about any particular one. My hobby, if you can describe it that way, is to avoid hobbies."

A member of the University Club of New York, Mr. Jahncke belongs also to the Newcomen Society and the Army and Navy Club in Washington, D. C. He also is a panel member of the American Arbitration Assn.

Married to Cornelia Dickerman of New York in 1940, Mr. Jahncke's family now includes Leila, 10; Ernest Lee III, 7; Carter, 4, and Redington, 1.

SPANISH GROUP

New Texas Unit Formed

FOLLOWING a two-day meeting in Dallas March 3-4, Texas Spanish-Language Broadcasters announced completion of its organization.

Affiliates are KCOR San Antonio, KTXN Austin, KUNO Corpus Christi and XEO Matamoras and XEOR Reynosa, Mexico. Latter stations are managed by Americans living in trans-border Texas towns.

Clyde B. Melville, radio representative serving as business manager for the new group, said its purpose was to reach for advertisers the south Texas concentration of an estimated 1.5 million Spanish speaking people in the state, with programming and commercial operation in line with "approved NAB-type practices and principles."

Affiliates now have from 40 to 100% of their programs in Spanish, according to Mr. Melville, hence "can offer to advertisers specialization in advertising their products to Spanish-language people."

The Spanish audience in Texas has a "tremendous buying power, little realized," Mr. Melville said, citing a U. of Texas survey published in 1949 as showing 20% of the state's population in the language segment.

Carnation Evaporated Milk is using all affiliate stations of the Spanish-language group presently on a five-day-a-week schedule with 15-minute shows, according to Mr. Melville.

Harlan Oakes & Assoc., Los Angeles, is national representative for the group. Dallas office is 402 Melba Bldg., phone Sterling 1558.

REVIEWING promotion plans for the Texas Spanish-Language Broadcasters are, seated (l to r) Robert N. Pinkerton, manager, XEO Matamoras and XEOR Reynosa, Mexico; Joe Harry, assistant manager, and Frank Stewart, manager, KTXN Austin, and William P. Smythe, manager, KCOR San Antonio. Standing, Harlan G. Oakes, Harlan Oakes & Assoc.; Jack Mayberry, manager, KUNO Corpus Christi; Stanton Morris, asst. mgr., KCOR; Mr. Melville.

POWER INCREASE

WBEN-FM Plans 106 kw

NEW CONSTRUCTION will increase WBEN-FM Buffalo's effective radiated power to 106 kw from 6 kw, the station announced. It will continue on a frequency of 106.5 mc (channel 293).

Construction will begin April 1 in the nearby town of Golden on a 1,057-foot tower, the top of which will stand 2,699 feet above sea level. Edward H. Butler, president of WBEN Inc., said that one of the most modern antennas in the world will be used. Program transmission is expected to begin during the first quarter of 1952. A new transmitter building will be constructed adjacent to the tower. Equipment will be RCA throughout.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

CHIEF SAYS:

"Cleveland heap big hunting ground
Seventh city in the nation
Sales-wise hunters sure have found
It rings the bell to use Chief Station"

HAPPY (SALES) HUNTING GROUND

Use WJW–Greater Cleveland's most merchandising-minded, promotion-minded station—to bag sales in the Greater Cleveland market!

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING

BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

1951 'YEARBOOK' ADDENDA

CHANGES and additions received after the 1951 YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 in the 1951 YEARBOOK.

Page 32—Radio Corp. of America, RCA Communications Inc. after Samuel M. Thomas, vice president in charge of New York District, add: Frederick P. Guthrie, assistant vice president in charge of Washington District.

Page 69—WATM Atmore, Ala., Everett McCrary is g & cm; Lillian Miller, pd; C. W. Reddoch, ce.

Page 71—WGWD Gadsden, Ala., delete Everett E. Porter Jr., news and sports dir.

Page 93—KECC Pittsburg, Calif., Ted Mermod replaces Harry Osborne as pd; LeSalle Gilman replaces Fred Knop as nd.

Page 94—KCBS San Francisco, Calif., William Nietfeld replaces Grant Holcomb as d of news and special events. Add: Howard Luck Gossage, adv. and sls. pmm.

Page 102—WCNX Middletown, Conn., Kenneth A. F. Bishop is chief operator of tech. dept.

Page 126—KTFI Twin Falls, Ida., Richard Bingham is now pd replacing Lenore Parker.

Page 127—WOKZ Alton, Ill., Ray L. Watton is gm replacing Harold Fitzgerald; John O'Hara, pd replacing John Coughlin and Bill Burch is cm.

Page 138—WISH Indianapolis, Ind., C. Bruce McConnell is p replacing Frank E. McKinney; Robert B. McConnell is vp & gm replacing G. J. Higgins. Add: William H. Spencer, sm.

Page 140—WJVA South Bend, Ind., correct spelling of ce, Francis J. Bock.

Page 142—WOC-TV Davenport, Iowa, Don Bohl is d of TV.

Page 150—WFKY Frankfort, Ky., W. Wallace Robinson is now p replacing B. C. Edwards. Add: R. B. Hensley, vp and Mrs. B. G. Norris, secy-treas.

Page 154—WNBS Murray, Ky., add: H. T. Waldrop, p; Troy Glidewell, cm & pd; John Latham, ce.

Page 155—KSYL Alexandria, La., delete Paul H. Goldman, gm.

Page 156—KNOE Monroe, La., Paul H. Goldman is new gm replacing Robert E. Bausman.

Page 169—WHMP Northampton, Mass., correct spelling of g & cm, Alexander W. Milne.

Page 179—WKBZ Muskegon, Mich., change national rep. from Burn-Smith to Forjoe.

Page 180—WKNX Saginaw, Mich., delete O. J. Kelchner, co-o & gm. Add: William J. Edwards, p & gm; Howard H. Wolfe, secy-treas. & sm; Donald Williams, vp.

Page 200—KOLN Lincoln, Nebr., Paul R. Fry is p & gm.

Page 211—WHLI Hempstead, N. Y., add Thesaurus to transcription libraries.

Page 224—WSKY Asheville, N. C., Hal Edwards is cm; William Clements, ce.

Page 233—WIAM Williamston, N. C., Robert Best is publ. rel. & prom. d.

Page 272—WGCB Red Lion, Pa., John M. Norris is p; John H. Norris, sm; Stanley D. Deppen, pd.

Page 280—WJAY Mullins, S. C., owners are: W. L. Harrelson & Bill Gauss Smith; Forrest Ramsey is sm; George Magera, ce.

Page 287—WLIL Lenoir City, Tenn., Bob Dickson is prog. & pmm replacing Johnny Redwine; Edward Seward is ce replacing William T. Newton.

Page 294—KWBU Corpus Christi, Tex., Harry H. Hayes is new gm.

Page 296—KULP El Campo, Tex., Mrs. Melbadean Wells is now m; Horace Wells, cm.

Page 302—KMBL Junction, Tex., address is: Flat Rock Lane. Tel.: 824. Affiliated with LBS. James E. Calhoun is p & gm; Mrs. James E. Calhoun, pd; Charles Cunningham, ce. Use Capitol transcription library and AP news service.

Page 327—WISC Madison, Wis., add: ABC under network affiliation.

Page 391—Add: Chambers & Wiswell Inc., 250 Park Square Bldg., Boston 16, Mass. Tel.: Liberty 2-7565. George J. Chambers, president; Helen C. Horrigan, media director. Radio Accounts: John E. Cain Co.; S. C. Clayton Co. (Za-Rex); Elm Farm Food Stores; Howard Johnson's; John W. Leavitt Co. (Teddie); National Packing Co.

Page 393—Add: Dorrance-Waddell Inc., 160 East 56th St., New York, N. Y., Tel.: Plaza 9-5120. Dick Dorrance, radio & television director; Eugene Waddell & John Cashman, account executives; William Bonyun, director of marketing. Radio & TV accounts: Glamour Products Co.; Reed Products Co.; Austin Greene Inc.

Page 397—Add: Art Gruber Assoc., 5316 South Girard Ave., Minneapolis, Minn. Tel.: Regent 1307. Art Gruber & Sam Levitan.

Page 402—McCann-Erickson Adv. Agency, radio department should read: Thomas H. Lane, vice president in charge of radio & TV; Alfred J. Scalpone, vice president, director of programs; William C. Dekker, vice president, director of radio & TV service; Mrs. Dorothy B. McCann, vice president, executive producer; Hendrik Booream, director of program development; Charles H. Wolfe, director of commercials; Donald N. McClure, manager of production; Robert Reuschle, manager of timebuying; Frank Bibas, motion picture director.

Page 404—Olian Adv. Co. of Chicago, listing should read: 334 Pure Oil Bldg., Chicago 1. Tel.: State 2-3381. Radio Dept.: Irwin A. Olian, president; I. J. Wagner, vice president & radio & TV director; A. C. Kennelly, media director & radio timebuyer.

Page 409—Milton Weinberg Adv. Co., add to radio accounts: Pep Boys, Manny, Moe & Jack of California.

Page 414—Columbia Broadcasting System Inc.: Executive & Staff, add: Chicago Office of Network TV Sales, 410 N. Michigan Ave. George J. Arkedis, Western television sales manager.

Page 546—Under Frequency Measuring Services list: Eidson Electronic Co., 1802 North Third St., Temple, Tex. Tel.: 3961. Merrill Eidson.

Mr. Al Durante
J. Walter Thompson Co.
New York City

Dear Al:

You fellers'll be glad ter know thet on Monday nights durin' th' period LUX RADIO THEATRE is on th' air, WCHS has 55.6% of th' audience, an' they's five radio stations in town! Think uv it, Al! With five stations, WCHS has 55.6% uv th' audience on Monday nights! Now ain't thet sumpthin'! Jest goes ter show thet folks 'round here really lissens ter West Virginy's number one station! You fellers aworkin' fer J. Walter orta keep thet in mind when yer alookin' fer radio stations. WCHS really deelivers th' lisseners!

Yrs.
Algy

WCHS
Charleston, W. Va.

CAB DECISIONS

Members Asked to Ratify

MAIL VOTE of membership of the Canadian Assn. of Broadcasters is being taken to ratify a decision of the CAB board of directors at its Quebec meeting [BROADCASTING • TELECASTING, March 5], to appoint a chairman and vice chairman, and have the latter move up automatically each year. Malcolm Neill, CFNB Fredericton, was elected chairman, and F. H. Elphicke, CKWX Vancouver, vice chairman for 1951-52.

A Canadian Radio Week committee of the CAB was appointed to work with Radio Mfrs. Assn. on plans. Serving are Harry Sedgwick, CFRB Toronto; Murray Brown, CFPL London; W. B. C. Burgoyne, CKTB St. Catherines; Phil Lalonde, CKAC Montreal, and Dr. Charles Houde, CHNC New Carlisle, Que.

For the 1952 annual meeting, to be held at Toronto March 24-27, the agenda committee appointed is the same as the Radio Week committee, with addition of Mr. Neill and T. J. Allard, CAB general manager, Ottawa.

Canadian Standards Assn. committee of the CAB consists of E. O. Swan, CKEY Toronto; Clive Eastwood, CFRB Toronto, and George Chandler, CJOR Vancouver, who heads the CAB technical committee. On BMI Canada Ltd., CAB members this year are Phil Lalonde, Harry Sedgwick and Ken Soble, CHML Hamilton. The CAB FM committee consists of J. O. Blick, CJOB Winnipeg.

THESAURUS UNIT

Sets Research Department

RCA Thesaurus & Syndicated Programs last week announced creation of a commercial research department with Donald D. Axt, sales service supervisor, as manager.

Purpose of the new department, according to Thesaurus, is to correlate and disseminate merchandising information and sponsor success stories for use by Thesaurus station subscribers in selling to, and retaining, local advertisers.

OAB MEETING

Set May 3-4, in Columbus

OHIO Assn. of Broadcasters' annual management meeting is scheduled for May 3-4, at the Neil House in Columbus.

Discussion will be devoted to selling, overhead, competing media, promotion and civil defense. Carl George, vice president and general manager, WGAR Cleveland, said that details, including the name of a nationally known speaker, would be available in a few weeks.

J. Fred Woodruff

FUNERAL services for J. Fred Woodruff, 65, former vice president of Campbell-Ewald Co., were held in the Little Church of the Flowers, Forest Lawn Memorial Park, Glendale, Calif., March 10. He died in Huntington Memorial Hospital, Pasadena, March 8, after a brief illness. Mr. Woodruff was the agency's Pacific Coast manager from 1932 until retirement in 1935. Besides his widow, Mrs. Virginia Woodruff of San Marino, Calif., surviving are three sons, a daughter and five grandchildren.

KGLO OR NO KGLO, SHE BETTER COLLECT THESE EGGS PRETTY SOON!
kglo
1300 KC, 5,000 Watts CBS
MASON CITY, IOWA
15th year of SERVICE to 69,740 rural-urban homes, with farm income $535,703,000; total retail sales $493,004,000. A Lee Station—represented by Weed & Company.

TALENT WAGES

WSB To Examine Separately

SALARY problems peculiar to the talent field will be treated separately by the Wage Stabilization Board, Hollywood producers and guilds have been told. Timing of such a study was not disclosed, however.

According to W. Willard Wirtz, acting executive director of WSB, that in lieu of an "interpretation and ruling" on the request of Hollywood attorneys that talent be specifically exempted from the wage freeze [BROADCASTING • TELECASTING, Feb. 26], actors, directors, writers, etc. are authorized to operate within the framework of General Regulation Nos. 5 and 6.

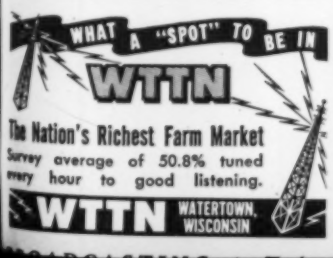
These regulations permit (1) employers to recognize contracts, either by exercise of options or other practice set forth in the contract, in effect last Jan. 25, including periodic increases specified either on merit or length of service; (2) individual contracts already signed or contemplated after last Jan. 25 for "promotion or transfer" or for "new or changed jobs," providing compensation is in accordance with the fixed procedure followed in 1950 and not in excess of the amount paid to comparable talent.

However, Mr. Wirtz explained, the so-called "10% formula" is not applicable to the motion picture industry, under Regulation No. 6, although individual cases can be treated by specific application and upon a case-to-case basis. Each employer must keep records of each adjustment made in order that the board can inspect them.

According to WSB, the talent classification embraces: Actors and actresses; extra talent, including dancers; producers and associate producers; directors and producer directors; assistant directors, including technical directors; dance directors; writers, song writers (music and lyrics); composers; musicians; art directors; wardrobe designers; cameramen; assistant cameramen and operative cameramen; sound engineers (professional), and film editors.

Similarity of these skills to those found in television and also in some radio lines gives rise to speculation that the Hollywood request for exemption may set the precedent for radio-TV entertainers.

A three-day hearing that was to have been held in February on the applicability of the wage freeze to employes in radio, newspapers and related fields was cancelled [BROADCASTING • TELECASTING, Feb. 19].


WHAT A "SPOT" TO BE IN
WTTN
The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN
WATERTOWN, WISCONSIN

DURING WHK Cleveland's "Opening Week," [BROADCASTING • TELECASTING, Feb. 5], the Mutual board of directors visited Cleveland to hold its quarterly meeting at the new WHK studios. Looking over a model of the station are (l to r) William Fineshriber Jr., MBS vice president in charge of programs; J. B. Maurer, WHK sales manager, and Robert A. Schmid, MBS vice president in charge of advertising, research, planning, promotion and publicity. Both MBS executives are from New York.

FAX SYSTEM

WU Has High-Speed Unit

HIGH-SPEED Fax, a new facsimile system eliminating processing at the sending and receiving ends, and operating over a carrier frequency of 25 kc on a band width of 30 kc, was unveiled by the Western Union Telegraph Co. in New York last week.

Ten times as fast as the ordinary desk facsimile system, the new method was described as carrying written, printed or picture matter 8½ x 14½ inches in size or less, at the rate of one-quarter inch per second. That reportedly equals 180 thousand words per hour, equivalent of a 90-page issue of a magazine per hour.

A motor speed stabilizer, developed by Western Union, permits 1,800 rpm with such minimum of oscillation that the copy does not waver perceptibly.

First installations of the system are to go to the Army, it was announced. Later High-Speed Fax is expected to be operated commercially anywhere the volume of copy traffic is large enough. The system has been tested by the company for over a year between New York and Washington, it was announced.

Oliver S. Warden

OLIVER S. WARDEN, 85, publisher of the *Great Falls* (Mont.) *Tribune* and owner of KMON Great Falls, died at his home last Monday. Mr. Warden, a director of the Associated Press and noted civic leader, had served as a member of the Democratic National Committee in Montana for 17 years prior to his death. A key figure in reclamation and international aviation activities, he also owned the *Montana Farmer Stockman*, the *Great Falls Leader* and a printing and supply business. Mr. Warden became owner of the *Tribune* in 1895. He is survived by four children of his first marriage; his second wife, the former Eleanor G. McCrae, and their son, Jock Finley.

Remote Pickups

FCC has proposed rules changes to allow licensees of AM and TV stations, which have remote transmitter sites and employ microwave studio-transmitter links, to utilize remote pickup stations to provide communication between the studio and transmitter. Rules already allow this for FM stations. Comments are invited by April 2.

FINAL RULES

Set on Disaster Service

FINAL rules and procedures for the Disaster Communication Service in the 1750-1800 kc band have been announced by FCC, effective March 21. Provisions are substantially as proposed last year [BROADCASTING • TELECASTING, Aug. 7, June 12, 1950].

The service is open to both non-government and government stations, or any person eligible to hold a license under the Communications Act and who is participating in a bona fide disaster communications group. The service is designed "to provide essential communications incident to or in connection with disasters or other incidents which involve loss of communication facilities normally available or which require the temporary establishment of communication facilities beyond those normally available."

The allocation as originally made in 1945 primarily provided for peace-time disaster communication, but as now constituted does not preclude use of the service incidental to war-time emergency, FCC said. Emergency uses cited include floods, earthquakes, hurricanes, explosions, plane and train wrecks, "or the consequences of armed attack." Detailed rules and application forms are available from FCC.

advertising to advertisers

How the Big 25 Advertised

RADIO advertisers frequently shift media.

That is one of the important facts documented in "How the Big 25 Advertised"—a new and original study recently published by Printers' Ink as a service to the buyers and sellers of advertising.

The Big 25 are those advertisers whose combined investments in the six major media were the greatest during the 14-year period 1936-1949.

In this analysis of how the pacemakers of national advertising shifted their budgets and strategy over the years, significant media buying trends are revealed. For example . . .

Radio cut the *biggest* slice out of the 2½ billion dollars invested by the Big 25.

62% of Radio's slice came from just eight of the Big 25 . . .

Radio received more advertising dollars from P&G, the #1 advertiser, than any other medium . . .

Radio has been getting an increasing share of the soap, drug and toiletry business; the 7 leaders more than tripled their investments between 1936 and 1949 . . .

"How the Big 25 Advertised" is a good example of why Printers' Ink gets top attention from the top executives who buy advertising — why it stands alone as the magazine for advertisers, and for advertising *to* advertisers.

And that's one good reason why your advertising in Printers' Ink strengthens your "consumer franchise" with the buyers of advertising and keeps them sold on you when media shifts are considered.

(Copies of the "How the Big 25 Advertised" research report are available at $5.00 each.)

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR

Printers' Ink · 205 East 42nd Street, New York 17, N. Y.
Chicago • Pasadena • Atlanta • Boston • London

Feature of Week

(Continued from page 14)

tributions by Denver radio stations and broadcasters . . . there has been little or no public recognition of these activities. . . ."

The operation includes a three-channel wired system with outlets near each of the 2,800 beds at Fitzsimons, largest Army hospital in the continental United States. Through this system three programs are fed simultaneously, one of hospital origination, the others from Denver stations.

Mr. Connally said that help from Denver broadcasters includes baseball broadcasts, special events, celebrity guests, and many hours of work from the station staffs. He specifically mentioned KFEL KLZ KOA KMYR and KTLN, and added that in many cases stations went to considerable expense to furnish programs.

Manager Connally said that the KFG staff includes three announcer-writers, Gerry Tunnell, formerly with KGGM Albuquerque; Bill Charles, formerly with KID Idaho Falls, and Paul Blue, formerly with KTLN Denver; and a chief engineer, Robert A. Miller, who served three years with the CAA.

PLOUGH Inc., Memphis (WMPS Memphis), will open new plant in Memphis in June. The company will throw open its doors to employees, their families and guests during week long ceremonies.

National Nielsen Ratings* Top Radio Programs

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

REGULAR WEEK FEB. 4-10, 1951

Current Rank	Previous Rank	Program	Current Rating Homes (%)
EVENING, ONCE-A-WEEK (Average For All Programs)			(9.3)
1	1	Lux Radio Theatre (CBS)	24.5
2	2	Jack Benny Show (CBS)	19.7
3	5	Charlie McCarthy Show (CBS)	17.6
4	7	My Friend Irma (CBS)	17.1
5	3	Amos 'n' Andy (CBS)	17.1
6	6	Walter Winchell (ABC)	15.6
7	4	Godfrey's Talent Scouts (CBS)	15.5
8	12	Mr. Chameleon (CBS)	15.3
9	8	You Bet Your Life (NBC)	15.0
10	11	Red Skelton (CBS)	14.1
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.8)
1	1	Beulah (CBS)	11.7
2	2	Tide Show (CBS)	10.6
3	4	Lone Ranger (ABC)	9.0
WEEKDAY (Average For All Programs)			(6.2)
1	6	Arthur Godfrey (Ligg. & Myers) (CBS)	11.1
2	1	Romance of Helen Trent (CBS)	10.4
3	2	Our Gal, Sunday (CBS)	10.2
4	3	Ma Perkins (CBS)	10.1
5	21	Arthur Godfrey (Nabisco) (CBS)	9.8
6	7	Wendy Warren and the News (CBS)	9.5
7	4	Big Sister (CBS)	9.5
8	10	Aunt Jenny (CBS)	9.4
9	12	Rosemary (CBS)	9.3
10	33	Arthur Godfrey (Pillsbury) (CBS)	9.2
DAY, SUNDAY (Average For All Programs)			(3.1)
1	1	True Detective Mysteries (MBS)	10.3
2	2	The Shadow (MBS)	9.5
3	3	Martin Kane, Private Eye (MBS)	7.3
DAY, SATURDAY (Average For All Programs)			(6.1)
1	1	Stars Over Hollywood (CBS)	12.0
2	4	Give and Take (CBS)	10.0
3	2	Armstrong Theatre (CBS)	9.9

EXTRA WEEK JAN. 28—FEB. 3, 1951
EVENING, ONCE-A-WEEK

Current Rank	Previous Rank	Program	Current Rating Homes (%)
1	1	Lux Radio Theatre (CBS)	21.1
2	2	Jack Benny (CBS)	18.9
3	5	Charlie McCarthy (CBS)	16.9
4	3	Amos 'n' Andy (CBS)	16.6
5	10	My Friend Irma (CBS)	16.6
6	8	You Bet Your Life (NBC)	16.3
7	4	Godfrey's Talent Scouts (CBS)	16.2
8	6	Walter Winchell (ABC)	16.0
9	27	Bob Hawk (CBS)	15.8
10	19	Mystery Theater (CBS)	15.2

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000 —the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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PARAMOUNT STARS
Set To Air Royal Spots

ARRANGEMENTS for a spot announcement series, in which Paramount Pictures stars will promote Royal Desserts and their movies, have been completed by the film corporation and Standard Brands Inc. and will begin over major radio network stations next Saturday.

One-minute spots will be used on 154 network stations in 105 cities from coast to coast, with each star guaranteed a minimum of 10 spots per week on each station. Paramount said a total of 4,000 national breaks will be used for the one-month promotion. First spots will feature Bob Hope and be timed with the Easter engagement of his *Lemon Drop Kid* at New York's Paramount Theatre.

BRAND NAMES DAY
To Salute Merchants

SEN. JAMES H. DUFF (R-Pa.) is slated to be the principal speaker at the sixth annual Brand Names Day celebration, April 11, in New York.

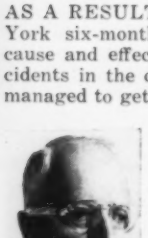
The dinner, climaxing the event, will be highlighted by presentation of the third annual "Brand Name Retailer of the Year" awards to merchants in 17 separate fields of retailing. Chairman of the Brand Names Day committee is E. Huber Ulrich, assistant to the president of the Curtis Publishing Co.

Armstrong Plans

ARMSTRONG CORK Co., Lancaster, Pa. (floor and wall covering), has announced plans for its 1951 advertising program—"the most extensive in the company's history." Additional outlets are to be added to the 45 NBC TV stations now carrying Armstrong's *Circle Theatre*, Tuesday, 9:30-10 p.m. Stations will be added either for live or kinescope showings, the announcement said. The company also will continue its weekly radio show, *Theatre of Today*, on 178 CBS stations, Saturday 12 noon-12:30 p.m.

SAFETY DRIVE
WMCA Survey Gets Action

AS A RESULT of a WMCA New York six-months survey into the cause and effect of automobile accidents in the city, the station has managed to get the Citizen's Union to introduce a bill in New York State Legislature which aims to alter existing laws. In addition, WMCA will launch a new show on the subject called *The Killers* effective today (Monday).



Mr. Straus

The new plan will call for a law which will substitute the present system of state liability insurance law, with motor vehicle compensation insurance as a requirement for a driver's license. Drivers would contribute to a state-administered fund, and all benefits available from this fund (without legal wrangling over who caused the accident) would go to automobile victims.

"The recorded evidence accumulated by WMCA," declared Milton M. Bergerman, chairman of the Citizen's Union, convinced us of the necessity of campaigning for this much needed reform. The chairman also pointed out that Nathan Straus, president of WMCA, was a former administrator of the U. S. Housing Authority, a state senator and had pioneered in this field with his bill for compulsory compensation automobile insurance which he introduced in the New York State Legislature from 1921 to 1926.

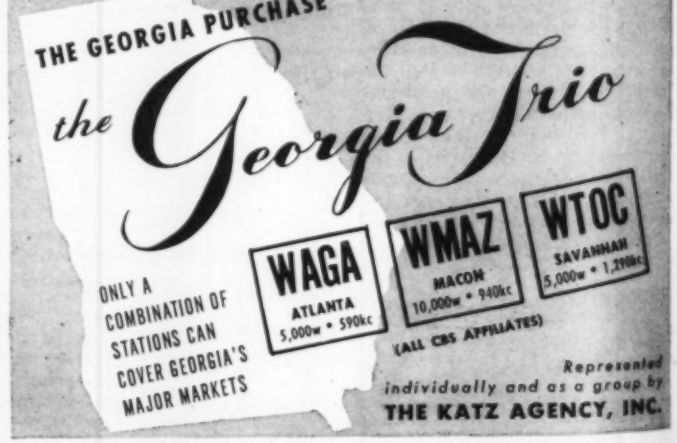
Leon Goldstein, WMCA vice president in charge of programs, directed the six-month investigation using mobile recording units.

KSWM
JOPLIN, MO.
REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

The small map above shows airline miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
CBS in
JOPLIN, MO.
Nationally Represented by William G. Rambeau Co.
Austin A. Harrison, Pres.



programs promotion premiums

'DISC JOCKEY CONTEST' ●

WAVE Louisville, *Disc Jockey Contest*, Oertel Brewing Co., agency M. R. Kopmeyer Adv., same city, received over 26,000 pieces of mail in two-day contest for would-be disc jockeys. Winner, Miss Pat Stevens of Louisville, received all-expense-paid vacation in Florida. Station reports previous contest pulled almost 24,000 pieces of mail. Show has backing of local clubs and business organizations which provide loyal following when contestants from their groups enter contest.

RADIO SUCCESS ● ● ●

WPTR Albany, N. Y., has converted one more to radio by showing its ability to reach public. Local insurance man dipped into his own pocket for two spots on local show. Spots panned out so well that insurance man was swamped with leads on prospective business. In fact, it reportedly was too much for him to handle alone, so he used spots to hire help.

RURAL LISTENERS ● ● ●

WRFD Worthington, Ohio, sending brochure to advertisers and trade based on station's ability to reach farm listener. Piece is headed: "Is your product on the shelves of WRFD's General Store." Inside has picture and background of two farm broadcasters. It also has results of survey taken about farm and non-farm listeners made by station. Back outlines different shows station presents along with promotion and publicity material WRFD uses.

TV QUIZ SHOW ● ● ●

KSTP-TV Minneapolis-St. Paul, *Dollar$ and ene*, alternate Sundays 9:30-10 p.m., sponsored by First National Bank of Minneapolis. Show uses two studios with contestants from St. Paul in one and the other for Minneapolis contestants. Teams made up by civic organizations are given same test in their separate studios with only the viewer watching both. Each team wins quantity of silver dollars for correct answers, and show is topped off with jackpot question at end.

SPANISH BROADCAST ● ●

WIOU Kokomo, *Report From Spain*, taped recorded broadcast direct from Madrid using facilities of Spanish State Radio. Former WIOU staffer, Eric Ericsson, who attends U. of Madrid, broadcasts about Spain today. Reports last 10 minutes and cover subjects ranging from arrival of the U.S. Ambassador to opening of bullfight season.

FUTURE RELEASES ● ● ●

WWCC Hartford, *Pick A Hit*, March 11, featured 12 unreleased records in cooperation with Columbia Record distributor in Hartford. Listeners were asked to vote for favorite record giving reason they liked it. Prizes included TV set and record players. A tie-in newspaper campaign was used.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

THIS is one of 100 24-sheet billboards placed by WCAO Baltimore throughout that city. The call letters are three feet high in red against white background. They are being used to plug 20 CBS network shows. L. Waters Milbourne, president of station, said, ". . . we want to . . . build and hold big audiences both for our network and our spot clients." An estimated one million people will see posters per day.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

DIRECT BROADCAST ● ● ●

WROK Rockford, Ill. recently broadcast directly from Madison Square Garden the Beloit College vs. Seton Hall basketball game during National Invitational Tourney. Humphrey Cadillac & Oldsmobile, and The Kroger Co. (supermarkets), sponsored broadcast. School located in area had large following, so station arranged to air game. Kroger Co. used window displays to promote broadcast in 14 stores in towns located in area. Broadcasts were to continue as long as team remained in tourney, but unfortunately they lost their first game to Seton Hall.

THEATRE DISCUSSION ● ●

WNBW (TV) Washington, Sat., March 17, 2:30-3 p.m. Special program, *Curtain Call for '51*, presented under auspices of UNESCO and American National Theatre Academy, discussing subject: "What is international theatre month?", being celebrated during March. Panel included: Robert Schnitzer, managing director of Ballet Theatre, moderator; Rosamond Gilder, on ANTA board; Blanche Yurka, stage and screen actress; Paul Green, playwright; M. S. Sundaram, cultural attache of Indian Embassy; Rosemary Krill, drama student, Catholic U. of America.

'FAT BOY' PROMOTION ● ●

KPRC-TV Houston, cooperating with *Houston Post*, has launched "Fat Boy" promotion, based on Salesman Elmer Wheeler's *The Fat Boy's Book*. Paper is running book in serial form and station is conducting contest to promote interest in series. Two contestants were selected, both weighing over 250 pounds, to compete with station's TV director, Gene Lewis, who weighs 250. Contestants must use Mr. Wheeler's diet for 16 days. The one losing the most weight during period will be awarded prizes.

HIGH AM-TV RATINGS ● ●

WSB-AM-TV Atlanta reports that both Bob VanCamp shows on radio and TV have gained high listener ratings in area. On radio *It Pays To Listen*, giveaway show, has doubled its rating during the morning hours. Program switched from popular music to classical tunes. On TV *It Pays To Watch*, patterned after AM show but on film and built around Snader musical series, has followed suit.

TV BROCHURE ● ● ●

WBTV(TV) Charlotte, N. C., sending trade and advertisers revised brochure showing summary of coverage, viewership, promotion, sales effectiveness and production facilities. Brochure has map of coverage, charts and letters from viewers confirming distance covered by station.

LENTEN SERIES ● ● ●

WSPD-TV Toledo, *Town Topics*, devotes 15 minutes every Wed. during lent to various Christian churches in area for use in presenting to viewer the origin and customs of different churches. Interviews with priests, guest speakers from United Council of Churches, dramatic skits by high school students and scripture interpretations are featured.

FACT BROCHURE ● ● ●

WESTINGHOUSE Radio Stations sending trade eight-page brochure containing facts about stations. Cover is blue with man with sandwich board standing next to lamppost, sign reads: "Eat at Joe's." Inside tells how "Joe" was smart enough to use radio in advertising. It also has market-area coverage charts for each station (KYW Philadelphia, WOWO Ft. Wayne, KDKA Pittsburgh, WBZ Boston, WBZA Springfield, KEX Portland).

MUSICAL EVENT ● ● ●

CKCW Moncton, N. B., sponsoring for fourth year Moncton Musical Festival, May 7-12. Event designed as public service helping to develop musical talent of city. Competition open to both professional and amateur, trying for music scholarships at many music schools.

PROMOTION SERIES ● ● ●

WJW Cleveland has been using transit ads tieing in with newspaper ads and direct mailing pieces to trade and advertisers. Transit layout has roundup of many different promotions used by station.

TRICK GIMMICK ● ● ●

WTRY Troy, N. Y., sending advertisers and trade trick gadget it is using in contest. Station asks trade to send copy that best ties in with gadget and puts across station's point. Station offers case of Scotch as prize. The small gimmick proves that the hand is faster than the eye. Round metal case has picture of bullfighter and bull with small hole where bull's head should be. Head is attached to chain with stem to be inserted in hole. Lever on side operates sword in fighter's hand. Metal sword appears to pass through neck without severing it.

immediate revenue produced with regional promotion campaigns

23 years of service to the broadcasting industry

experienced sales personnel will sell community programs throughout your coverage area

HOWARD J. McCOLLISTER Company
MEMBER N. A. B.

66 ACACIA DRIVE
ATHERTON, CALIFORNIA

DAVENPORT 3-3061

PAUL W. McCOLLISTER, General Manager

LUNCHEON marking WBUR (FM)'s fifth year as Boston U. operation finds seated (l to r): Harry von Hasseln, student prog. dir.; Dr. Harold C. Case, BU's pres.; Dr. Daniel L. Marsh., ret. pres. and now chancellor; Alan Carter, WNYC New York, representing Nat'l Assn. of Educational Broadcasters; standing, Howard M. LeSourd, dean of BU's school of public relations and communications; Harold E. Fellows, WEEI Boston; Dr. John Desmond, Mass. Comr. of Ed.; Prof. Samuel B. Gold, dir., BU's radio and speech div.

MOVERS are Frank DeRosa (l), who vacates NBC Chicago sales desk for national AM spot sales position, and Ken Nelson, Mr. DeRosa's successor, who transfers from local sales traffic.

NBC's new Phil Regan Armed Services show gets send off at Travis Air Base in California by (l to r) Alfred N. Steele, pres., Pepsi-Cola Co., sponsor; Milton Biow, Biow Co. Inc., P-C's agency; Tom McCray, dir., NBC Western Div. radio operations.

RECORD fish catch is strung by M. M. Lasensky (r), pres., Tower Construction Co., Sioux City, at La Paz, Mex. J. B. Hughey, v. p. in charge of eng., Hughey & Phillips, L. A. (tower lighting equipment), admits his angling didn't fare as well.

J. O. BLICK (l), CJOB Winnipeg pres., holds Gillin Memorial Award made at CAB meeting. William Cranston (center), CKOC Hamilton, award comm. chmn., displays memorial plaque. Beside him is W. H. Stovin, Horace N. Stovin & Co., runner-up.

AT OPENING of Rand Shoe store in Chicago is this quartette (l to r): Ralph Goshen, WBBM Chicago salesman; Ken Sickinger, v. p., Henri, Hurst & McDonald, Chicago, agency; Ben Kastel, Rand Shoe gen. mgr.; Ralf Brent, WBBM sales mgr. WBBM covered opening.

WTNJ CASE

Petition Revocation Order

HEARING on the revocation of the license of WTNJ Trenton, N. J., was postponed indefinitely by FCC last week pending action by the Commission on a petition for reconsideration filed by the station March 9. WTNJ's petition, asking the Commission to rescind its revocation order of Dec. 20 [BROADCASTING • TELECASTING, Dec. 25, 1950], said the order's allegations of false and misleading testimony by the former general manager of the station in a 1949 hearing were "in error and cannot be substantiated by record facts."

The petition claimed FCC's charge of transfer of control without approval could not be substantiated. It said Erling C. Olsen, charged with assuming unauthorized control, "acted in a lawful capacity as agent of Mr. [Charles E.] Loew and Miss [Julie V.] Loew in making an investigation of the unsatisfactory operation of the station under [Franklyn J.] Wolff's management. . . . All of the actions which he had taken have been in his capacity as an officer of the corporation and with the full knowledge, consent and approval of the board of directors including Mr. and Miss Loew."

The Commission's charge of unauthorized transfer reportedly was based on independent investigation and on information obtained from a transfer application in which Mr. Olsen would have become trustee for Mr. and Miss Loew. WTNJ's petition contended that "instead of 'abdicating' control of WTNJ, Mr. and Miss Loew . . . instituted an action in Federal District Court which resulted in the dismissal of Wolff as manager, hired a new manager, retained new counsel, increased the size of the board of directors, elected new directors and officers, and loaned additional funds to enable the station to continue its operation."

The petition pointed out the Loews had "done everything within their power to rehabilitate and improve the licensee corporation both from a policy and an operations standpoint. Over a period of years they have spent $200,000 in this enterprise with little, if any, return."

As a result of the changes initiated by them, the petition stated, WTNJ has been placed on a paying basis "for the first time in many years and the program service has been substantially improved."

The Commission, on its own motion, ordered the hearing originally scheduled March 16 to be continued indefinitely pending action on the petition for reconsideration. WTNJ is assigned 250 w daytime on 1300 kc. WTNJ petition was filed by the Washington law firm of Bingham, Collins, Porter & Kistler.

MEDIA GAG

Voluntary Code Urged

PUBLISHERS—and indirectly all public media—were asked by Secretary of Commerce Charles Sawyer March 9 to help keep "vital security information" from potential enemies even at the risk of charges of censorship.

In an address before the Ohio Newspaper Assn. in Columbus, he suggested that a voluntary code formulated by publishers would greatly assist government officials who may have released security data in fear of criticism had they withheld it.

The Commerce Secretary, who is president of Great Trails Broadcasting Corp. (WING Dayton, Ohio), quoted his reply to a letter from the chairman of the Freedom on Information Committee of the American Society of Newspaper Editors, and noted that "it is those who furnish the columns and the microphones who have the real responsibility for the proper influencing of public opinion."

RADIO EXHIBIT

Educational Programs Set

MORE THAN 400 recorded entries of programs aired over U. S. and Canadian radio stations during the past year have been submitted for the 15th annual American Exhibition of Educational Programs. This was announced by Dr. I. Keith Tyler, of Ohio State U., Columbus, where the exhibit is to be held.

Awards will be announced May 4. The yearly exhibition is held in conjunction with the Institute for Education by Radio, sponsored by the university and directed by Dr. Tyler.

Eight Storecast Sponsors

STORECAST Corp. of America added eight new sponsors during February, bringing its 1951 newsponsor list to 20. Twenty renewals also were signed during February. New sponsors included Beech-Nut Packing Co., New York; Barcolene Co., Boston; Bu-Tay Products Ltd., Los Angeles; Sell's Specialties, New York; Hoyt Bros., Newark; Gordon Chemical Co., Philadelphia; National Fruit Products Co., Glassboro, N. J., and J. D. Swayne & Sons, Kennett Square, Pa.

allied arts

GLASS, LARRY L. STEWARD, and **JAMES C. McCORMICK** appointed sales representatives Frederic W. Ziv Co., N. Y. Mr. Mertz has been assigned to Chicago area; Mr. Glass to Memphis area, including western Tennessee and northern Mississippi; Mr. Steward to Miami area, and Mr. McCormick to Los Angeles area. **PAUL LANDRES** has been signed to long-term contract as director in West Coast studios of Ziv Television Programs Inc.

ROBERT SCOTT, TV director Bracken TV Productions, L. A., replaces **DOUGLAS JENKINS,** vice president and production manager, recalled to armed services.

HARLOW WILCOX signed by Jerry Fairbanks Productions, Hollywood, to narrate new series of TV film commercials being produced for Oldsmobile. **LES WHITE** signed as director of photography for *Front Page Detective* currently being filmed by company. **LEO S. ROSENCRANS,** radio-film writer, to writing staff Jerry Fairbanks.

DEMBY Co., N. Y., TV and radio package agency and public relations consultant, moves to larger quarters at 34 E. 51st St., to accommodate recently added motion picture department. New division headed by **MYRON L. BROUN,** vice president.

ED FISHER, assistant publicity director Republic Pictures, L. A., to Cadillac Productions, L. A. (TV film producer), as vice president. Will work in public relations and sales promotion.

MAL BOYD, partner P.R.B. Inc., N. Y., with **MARY PICKFORD** and **BUDDY ROGERS,** in New York from Hollywood for three weeks.

PRIMROSE PRODUCTIONS Inc., radio, TV and movie production company, incorporated in California for $1 million. Board of directors includes **JOHN IRELAND,** movie actor; **ALBERT PEARLSON, JOYCE PRIMROSE LANE, KEMP NIVER, RICHARD MORLEY.** Offices are being established in L. A.

EDWARD KAUFMAN, research department Kenyon & Eckhardt, N. Y., to Marketscope Research Co., Newark, as account executive.

Equipment . . .

D. W. GUNN, assistant to general sales manager Sylvania Electric Products Inc., N. Y., appointed equipment sales manager of radio and TV tube division. **G. V. BUREAU** named to newly created position of government sales manager in radio and TV tube division.

E. C. TRACY appointed manager of broadcast sales RCA's engineering products department.

PHILCO Corp., Phila., announces new line of high voltage condensers, designed specifically for high voltage, high temperature application in TV receivers, industrial electronic equipment and vibrator power supplies. New line of 26 condensers ranges in voltage of 3,000, 5,000, 6,000 and 10,000 volts DC.

R. O. BULLARD, assistant to manager General Electric tube division, appointed manager of manufacturing for division.

GEORGE F. SANDORE, district manager for Atlanta area technical products division RCA Service Co., appointed manager of newly created sales and merchandising section. **CARL E. JOHNSON,** manager theatre service section, named manager of district operations. He continues supervision of contract administration, technical and theatre groups. **ADOLPH GOODMAN,** manager district sales section, appointed manager of commercial operations, in charge of Camden repair shop, communication service groups and public demonstration group. **C. L. SWINNEY,** supervisor Atlanta district, named manager of district.

POTTER & BRUMFIELD, Princeton, Ind. (electrical equipment), constructing new plant to double production output.

ELECTRO-VOICE Inc., Buchanan, Mich., announces new moderately priced "slimair" dynamic microphone. Model 636 is 1-1/16" in diameter and 10" long. It can be used on stand, in hand or hanging.

RCA has turned over new type walkie-talkie radio to Army Signal Corps. New radio is half size and weight and has twice range of ones used during World War II, firm says.

BILL BURKE, salesman Pabst-ett Cheese Co., to Storecast Corp. of America, N. Y., as merchandising field representative in southern New England area.

ELECTRONIC PARTS DIV. of ALLEN B. DuMONT LABS Inc., E. Paterson, N. J., has announced Y2A deflection yoke for sharper TV pictures. It is designed for use with TV tubes of 60 to 70 degree deflection angle covering present popular tube types.

HAROLD E. KARLSRUHER, Emerson Radio & Phonograph Corp., appointed chairman of radio and TV manufacturers and distributors group for 1951 Cancer Crusade, N. Y.

Technical . . .

CLINTON ALBERTS, KGFJ Los Angeles, to KGER Long Beach, Calif., as transmitter technician. **RALPH WILSON,** KGER, appointed to CBS technical staff.

JOHN BEHNEY, dramatic director WLTR Bloomsburg, Pa., to WTVJ (TV) Miami as cameraman. **RICHARD ZINN Jr.** also to station as cameraman.

JOSEPH E. CROTTEAU appointed to engineering staff WFEC Miami replacing **WILLIAM REEDER,** resigned.

WILLIAM COYNE, TV engineer WNBQ Chicago, recalled to active duty with Air Force.

MARSHALL RIFE, radio field engineers supervisor NBC Chicago, and **MARY LOU BRENNAN,** engineering department secretary, married March 3.

HENRY KLUG and **GENE HATHAWAY** named to engineering staff WIRY Plattsburg, N. Y.

RAY KEMPER, Don Lee Broadcasting System, to CBS Hollywood in sound department. **MARSHALL KING,** KPRO Riverside, Calif., to network as audio technician.

WINSLOW S. STEWART, THEODORE T. EMM and **VINCENT F. MAHONEY** to KECA-TV Hollywood engineering staff. Mr. Stewart was formerly cinematographer Adel Precision Products, Burbank, Calif., and assistant producer Telepix Corp., Hollywood; Mr. Emm, Sun Co., San Bernardino, Calif.; Mr. Mahoney was independent radio servicing technician.

LEO PIOTROWSKI, TV engineer, NBC Chicago, father of girl, Jane Helen.

AFCA SPEAKERS

Set for April 19-21 Meet

ROBERT C. SPRAGUE, chairman, Radio-Television Mfrs. Assn., will be one of the principal speakers at the April 19-21 national Armed Forces Communications Assn. convention in Chicago's Drake Hotel [BROADCASTING • TELECASTING, March 12].

Other speakers include, Fleming W. Johnson, director of manufacturing, J. P. Seeburg Corp., Chicago; John M. Sanabria, vice president, American Television Inc., Chicago, and Capt. William C. Eddy, USN (ret.), president, Television Assoc. Inc., Chicago.

SUMMER COURSE

KNBC, Stanford Institute

KNBC San Francisco and Stanford U. announce that the ninth annual Stanford-NBC summer Radio-Television Institute will convene on the Stanford campus at Palo Alto, Calif., June 21.

The eight-week course will offer university credit or non-credit instruction in radio writing, television, radio sales, production, news and special events, program planning, music for radio and similar subjects. Faculty will be staffed by regular Stanford faculty members and heads of departments at KNBC.

CBC Applications

BECAUSE the Canadian Dept. of Transport, Ottawa, has ruled that new applicants for radio stations must show they have steel on hand for building necessary towers, etc., the Canadian Broadcasting Corp. board of governors' March meeting did not hear any new AM, FM or TV applications. The CBC board, meeting at Ottawa March 15-17, heard applications from a number of stations for share transfers and licensee transfers; request from CJSO Sorel, Que., for establishment of a permanent studio at Joliette to originate CJSO programs there, and application from CJNT Quebec to have bilingual broadcasting privileges, the station being licensed as an English-speaking outlet.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area Buy

WFMJ

The Only ABC Station Serving This Market

5000

All programs duplicated on WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

Strictly Business

(Continued from page 14)

doubtless is a fortuitous blessing for Brown & Williamson—and the industry as well.

If Willie, the Kool-minded penguin, really could talk shop as effectively as he speaks in radio and TV spot commercials throughout the country, he might recall Mr. Cutchins' early days as a native Virginian at the Richmond Academy and Virginia Military Institute. There is no evidence to indicate that the youth's early disciplining and indoctrination curbed his advertising and selling inclinations.

Bill Cutchins moved on to Princeton U. and, later, to the U. of Nanking where he specialized in the Chinese language, both oral and written.

At B&W, he launched his career in the tobacco firm's leaf department, transferring to manufacturing and finally sales. In 1944 he was appointed a member of B&W's board of directors and the following year was transferred from sales to advertising. Other promotions followed in short order.

Mr. Cutchins was named director of advertising and a member of the company's executive committee in early 1946, in which capacities he served until November of that year, when he jumped to vice president in charge of advertising—personal progress that more than equalled that of the fast-growing firm itself.

In his present position, Mr. Cutchins works with J. W. Burgard, B&W advertising manager, with responsibility for overall advertising media operations. As part of his duties he meets with officials of the company's two advertising agencies—Russel M. Seeds Co. (Raleigh cigarettes, Sir Walter Raleigh pipe tobacco) and Ted Bates & Co. (Kools and Viceroy cigarettes). He also spends considerable time in the field talking with consumers of tobacco products and visiting friends he made in the wholesale and retail tobacco trade when he was in the company's sales department.

Under Mr. Cutchins' watchful eye, B&W today sponsors *People Are Funny* and its summer replacement *A Life In Your Hands* on NBC; an assortment of spot announcements on nearly 300 radio stations, and a promising spot campaign on some 70 TV outlets in the larger markets where set circulation reaches a prescribed figure.

Belief in Radio

The company's continued use of nighttime and also daytime radio is based on the conviction held by Mr. Cutchins and his associates that aural broadcasting should not be sold short for years to come on the premise of delivering listeners at a low-cost per thousand.

Until the facts prove otherwise—and sales figures as well—Mr. Cutchins and B&W's advertising manager, Mr. Burgard, have expressed their intention of appropriating a large part of their budget for AM radio. And B&W's television plans are based primarily on the objective of improving and broadening its spot franchise until it is of equal caliber to its radio franchise—one of the best in the United States.

Bill Cutchins is a member of the University Cottage Club of Princeton U. and the Princeton Club of New York. In Louisville, his home city (he lives in Indian Hills, a suburb), he belongs to the Pendennis, Wynn-Stay and Louisville Country clubs. He is a member of the board of trustees of the Norton Memorial Infirmary.

Mr. Cutchins and his wife, the former Sue Wilson, have three daughters, Barbara, Carol and Alexandra, aged 21, 18 and 8, respectively. His hobbies are golf and, of course, Chinese literature.

Religious Shows

A SURVEY of religious programming on 2,800 AM-FM-TV stations has been undertaken by G. B. Gordon, assistant professor, department of speech and radio, School of Religion, Butler U., Indianapolis. Mr. Gordon explained that his study will have two phases—to obtain facts about religious programs and sponsors' names and addresses, and to determine such factors as purpose, policy, and financing of those programs.

CLAIM could be made that Jerry Crocker, WCUE Akron disc jockey, is scraping the bottom of the bucket these days for program ideas. In a frenzy of inspiration he dove into a tank to interview a night club entertainer named Divena who performs under water. After a brave effort to talk while submerged, Mr. Crocker was revived.

RADIO-TV COURSE

Chicago 'Teen-Age Seminar

NBC CHICAGO and Junior Achievement Inc., in the same city, are cooperating in the presentation of a radio-TV workshop for "outstanding young people" in the achievement group. Fifteen youngsters from 15 to 21 years are attending the 12-week seminar. This is the first time JA has offered radio-television training. Its usual procedure is to set up selected persons in businesses of their own.

NBC speakers at the seminar will include Homer Heck, radio program - production manager; Harry Ward, continuity acceptance editor; John Keown, AM production director; Howard B. Meyers, WMAQ sales manager; George Heinemann, TV operations manager for WNBQ; Arthur Jacobson, TV program manager; Ted Mills, executive TV producer; Paul Moore, TV technical operations supervisor, and John Whalley, controller.

Judith Waller, director of public affairs and education, and her assistant, Betty Ross, planned the series with Thomas M. Pendergast, executive director of Junior Achievement.

SENATORIAL WIRES

Telegraph Probe Group Set

THREE-MAN Senate Rules subcommittee, named by Sen. Carl Hayden (D-Ariz.), committee chairman, is studying the use of the telegraph frank and how to tighten present regulations.

The study was an outgrowth of complaints of indiscriminate use of Senate telegraph privileges. It has been reported that Sen. George W. Malone (R-Nev.) used his Senate telegraph privilege to wire news releases to radio stations and newspapers throughout the country at the taxpayers expense [BROADCASTING • TELECASTING, Feb. 26].

PULSE CITIES

To Add Detroit, Atlanta

EXPANSION of Pulse broadcast audience surveys into Detroit and Atlanta this spring will increase the number of cities covered by The Pulse Inc. to 16. Figures for these two cities also will be included in the new multi-market radio ratings introduced by Pulse March 9 [BROADCASTING • TELECASTING, March 12].

All network programs, both commercial and sustaining, broadcast in three or more of the 14 markets covered, are rated in the new service, which measures the listening of 10,738,780 families. Ratings are based on a sample of 5,840 radio homes each quarter-hour on Saturday, Sunday and individual evenings. Monday-Friday ratings are based on 16,200 radio homes per quarter-hour before 6 p.m. and 29,600 radio homes after 6 p.m. According to Sydney Roslow, director of Pulse, "this is larger than either Nielsen's national sample or the 36-city sample which formed the basis of Hooper's network ratings."

Leading programs in the January-February 1951 Multi-Market Pulse survey were:

LEADING SHOWS

Jack Benny Show	15.1
Lux Radio Theatre	12.7
Amos 'n' Andy	12.0
Edgar Bergen Show	11.9
Walter Winchell	11.6
My Friend Irma	10.4
Bob Hope Show	10.0
You Bet Your Life	9.9
Godfrey's Talent Scouts	9.8
Fibber McGee & Molly	9.5

TOP 10 DAYTIME

Arthur Godfrey	9.2
Grand Slam	7.8
Rosemary	7.7
Big Sister	7.6
Ma Perkins	7.6
Helen Trent	7.5
Wendy Warren—News	7.4
Our Gal, Sunday	7.4
The Guiding Light	7.2
Aunt Jenny	7.2

SAT. & SUN. DAYTIME

Theatre of Today	6.6
Grand Central Station	6.6
The Shadow	6.6
True Detective Mysteries	6.4
Stars Over Hollywood	5.7
Let's Pretend	5.5
Give and Take	5.2
Martin Kane	5.0
Metropolitan Opera	4.6
The Falcon	4.5

A $7,500 Lou Gehrig Memorial Scholarship at Columbia U. has been created by Mel Allen, New York Yankees sportscaster, from fan contributions to Mr. Allen at a Yankee game in the latter's honor last August. Dr. Grayson L. Kirk, vice president and acting head of the university, from which Lou Gehrig was signed by the Yankees in 1923, accepted the gift.

WERC SELLS ERIE

PENNSYLVANIA'S 3RD CITY

and ADJACENT AREAS

0.5 MV/M 1890 Sq. Mi. 259,874 Pop.
0.1 MV/M 6365 Sq. Mi. 576,164 Pop.

Write for latest brochure and coverage maps.

WERC 5000 WATTS DAY and NIGHT

NBC

NATIONAL REPRESENTATIVES
WEED and COMPANY

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE

Contact EDWARD PETRY CO

WBAL

CATALINA OUTLET

Proposed by FCC

INITIAL decision has been reported by FCC to grant a new AM station at Avalon, Calif. (Catalina Island), on 740 kc with 10 kw daytime to John H. Poole trading as El Dia Broadcasting Co. Mr. Poole has been operator of an experimental UHF television station at Long Beach, Calif. He would dispose of KALI Pasadena, Calif., should the grant be made final.

Hearing Examiner Jack P. Blume, who wrote the initial ruling, would deny the competitive applications of Angeles Broadcasting Co., seeking 250 w daytime on 760 kc at Temple City, and Newport Harbor Broadcasting Co., requesting 1 kw daytime on 740 kc directional at Newport Beach, Calif. Both applicants failed to appear at the hearing and their bids were denied in default, the examiner said.

Avalon is located on Santa Catalina, large island about 20 miles off the coast of Southern California and a part of Los Angeles County. Avalon's population according to the 1940 census was 1,637 with the rest of the island having 196 persons. The island is a large resort area, the decision noted, and focal point in Southern California of persons interested in marine activities including boating and commercial and sport fishing. Over 10,000 motor-powered small craft are licensed by the Coast Guard in the area, augmented by a large number of sailing vessels.

Catalina receives service during the day from 22 standard stations on the mainland, including KALI. Mr. Poole's proposed station would have an auxiliary studio in Los Angeles. Monthly operating cost was estimated at $10,000 with revenue about $14,000 to $16,000 monthly.

N. Y. AD ASSN.

To Sponsor Student Tour

COLLEGE SENIORS, majoring in advertising, will get a chance to examine the industry first-hand when the Assn. of Advertising Men, New York, sponsors a program entitled, "Inside Advertising," April 2-6.

Among organizations participating are Young & Rubicam Inc., The Advertising Club of New York, Sales Executives Club and the Admen's Post of the American Legion. More than 40 colleges are scheduled to send delegates.

RADIO, VIDEO MUSTER

'Sound Off' in Military Morale Programming

RADIO and television stations are mustering "front and center" to boost military morale.

The roll call of participants is rapidly growing and the parade of serviceman programs is keeping cadence as the nation mobilizes its armed potential.

Following are a few examples which have been reported to BROADCASTING • TELECASTING:

Phil Regan, Irish tenor, is being starred in his own show for servicemen over NBC under sponsorship of Pepsi-Cola Co. His Sunday broadcasts originate in rotation from Army, Navy, Air Force and Marine bases and defense plants.

WJR Detroit is carrying a new program dedicated to all servicemen. The weekly series, *Service Serenade*, began March 1.

WMLS Sylacauga, Ala., twice weekly broadcasts taped interviews with members of Alabama's National Guard unit now on duty at Camp Edwards, Mass. Four Sylacauga institutions present the program, *Report from Battery A*, as a public service.

WOTW Feature

Also from Camp Edwards, WOTW Nashua, N. H., has aired a special broadcast consisting of one day of the Army life of Nashuans now stationed at the Massachusetts installation. Wire recording for the special show was made by 1st Sgt. Norman DeLude, WOTW staff member, now on active Army duty.

WKLV Blackstone, Va., near Camp Pickett, carried a musical variety series, *The 43d on Parade*, direct from camp service clubs. Idea for the show, which featured GI talent, was sparked by a GI's wife, Carson Brown Merry, who was publicity director for WBT-WBTV (TV) Charlotte, N. C., until last December. Mrs. Merry is now WKLV's savant on promotion, sales, and special features, and served as m.c. for the series, which was climaxed with a banquet sponsored by Blackstone merchants.

WBAL-TV Baltimore's weekly

Rehearsing lines for WKLV's GI series are finalist Pvt. Salvatore, former New York singer, and Mrs. Merry.

* * *

Army show, *Call to Arms*, was honored this month with an award presented by the U. S. Armed Forces. Written and produced by George Mance, of WBAL-TV's staff, *Call to Arms* is a half-hour show composed entirely of Armed Forces personnel.

WPIK Alexandria is proud of its weekly series, *Fort Belvoir In Review*, which reports the current training and activities at the nearby engineer corps training installation.

WCSS Amsterdam, N. Y., is using a heavy spot campaign in special promotion efforts on behalf of servicemen. The station offers to record messages from families of servicemen anywhere in the world. Families come to the studio and make recordings by appointment. These recordings are fashioned into 10-inch discs and then mailed.

KSTP-TV Minneapolis-St. Paul through its telecast series, *That Door Marked Private*, keeps home town televiewers informed of Minnesota National Guard activities through films made at Camp Rucker, Ala. Each week, *That Door Marked Private*, sponsored by GE Supply Corp., takes viewers on a tour usually closed to the public. It concerns many topics other than those dealing with military themes, however.

WDAY Fargo, N. D., last week was planning to present from Camp Rucker a series of special programs involving North Dakota National Guardsmen located in the Alabama camp.

CANADIAN SHOWS

Top Ratings Announced

ONLY ONE CANADIAN offering made the first 10 evening network programs heard in Canada during February, according to the national rating report of Elliott-Haynes Ltd., Toronto. *Charlie McCarthy* led the list of 30 network shows with a rating of 39.1, followed by *Radio Theatre*, 35.5; *Amos 'n' Andy*, 34.7; *Our Miss Brooks*, 32.4; *Twenty Questions*, 29.3; *My Friend Irma*, 27.9; *Aldrich Family*, 25.5; *My Favorite Husband*, 24.8; *Your Host* (Canadian program), 24.5, and *Suspense*, 24.3.

Daytime network programs, 17 in all, were led by five American shows, *Ma Perkins*, 20.8; *Pepper Young's Family*, 19.8; *Right to Happiness*, 19.3; *Big Sister*, 18.1, and *Life Can be Beautiful*, 16.8.

Of the 27 French-language evening network shows, five most popular in February were *Un Homme et Son Peche*, 31; *Radio Carabin*, 30.3; *Metropole*, 30.2; *La Pause qui Refraichit*, 29.3, and *Ceux qu'on Aime* 28.3. The 18 daytime French language shows were led by *Rue Principale*, 29.1; *Jeunesse Doree*, 27.1; *Quart d'Heure de Detente*, 27.1; *Tante Lucie* and *A l'Enseigne des Fins Gourmets*, 24.8.

CAB Certificates

FIRST members of Canadian Assn. of Broadcasters' Quarter Century Club, presented with certificates at the CAB annual meeting at Quebec [BROADCASTING • TELECASTING, March 5], are:

William H. Baker, CFRB Toronto; John Beardall, CFCO Chatham; Major W. C. Borrett, CHNS Halifax; George Chandler, CJOR Vancouver; M. V. Chesnut, CJVI Victoria; Phil Clayton, CFCH North Bay; J. A. Dupont, CJAD Montreal; W. Vic George, CFCF Montreal; Arthur Holstead, CKWX Vancouver; Leslie Horton, CKOC Hamilton; A. D. Jacobsen, CHAB Moose Jaw; Miss A. E. Marshall, Carl O'Brien and A. A. Murphy, CFQC Saskatoon; Art Mills, CJGX Yorkton; G. R. A. Rice, CFRN Edmonton; Lt. Col. K. S. Rogers, CFCY Charlottetown; Leonard Spencer, CKAC Montreal; E. O. Swan, CKEY Toronto; C. A. Landrey, CHNS Halifax; and J. S. Neill, CFNB Fredericton.

Sears

Says "yes" to

WGRD

In competition with four other Grand Rapids Radio Stations, Sears Roebuck selected WGRD to tell the Sears story to the people of Western Michigan.

BECAUSE —
of WGRD's
GREATER COVERAGE
LARGER AUDIENCE
LOWER COST
PROVEN RESULTS

Sears Daily Schedule—
Two 15 Min. programs
Six announcements

WGRD

"The People's Station"
Grand Rapids, Michigan

for latest "Hoopers"
call McGillvra

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

'PRIVACY' SUIT

Filed in L. A. Court

NAMING CBS, General Foods Corp., Phillips H. Lord Inc., Benton & Bowles Inc. and Young & Rubicam Inc. among defendants, William A. Sampsell, retired restaurant chain owner, has filed a $500,000 damage suit in Los Angeles Federal Court.

He charges that when *Gang Busters* was broadcast over CBS stations last October, dramatizing the criminal history of his son, Lloyd, his own name was used without permission, several incidents depicted were "false and untrue" and the program generally violated his rights of privacy. The suit further states Mr. Sampsell notified CBS after the first broadcast that he objected to use of his name and portrayal, but despite this, another episode of the story was broadcast a week later.

HOWSER CASE

New Trial Is Denied

JUDGE Alexander Holtzoff of the U. S. District Court, Washington, D. C., has denied a new trial to Fred N. Howser, former California Attorney General, who lost a $350,000 libel suit against ABC Commentator Drew Pearson last January [BROADCASTING • TELECASTING, Jan 29].

Mr. Howser had charged Mr. Pearson with libeling him on an ABC network broadcast by accusing the Californian of taking a $1,200 bribe from a gambler.

Reach Settlement

SUIT filed by Al Laval against the Black Hawk Broadcasting Co. and R. J. McElroy, general manager of its KWWL Waterloo, Iowa, has been settled out of court, Mr. Laval has announced. Formerly sports and educational director of KWWL, Mr. Laval is now in the sales department of KXEL Waterloo. The suit, filed in November 1949 [BROADCASTING • TELECASTING, Dec. 5, 1949], sought recovery of overtime pay.

WMPS Memphis has signed a contract with The d-CON Co. Inc., Chicago, which the station is heralding as the "greatest radio campaign in mid-South history." Making plans are (l to r) Jerry Garland, d-CON vice president; Harold R. Krelstein, vice president and general manager, WMPS, and Lee Ratner, president, d-CON. The company signed for the 3:30-4 p.m. period Monday-Friday, using a different program each day.

WINNING ELECTIONS

Jonkel Tells How Radio Helped Sen. Butler

SENATORS have been given an earful about radio announcements and how they can help influence and win elections.

Jon M. Jonkel, who was campaign manager for Sen. John Marshall Butler, when the Republican defeated former Democratic Sen. Millard E. Tydings last fall in Maryland, filled the lawmakers in on the intricacies of radio soundmaking.

Graphically he described how spots were used to circulate Sen. Butler's name "the way you put any other commodity across." This method, Mr. Jonkel said, took in music and slogans. Examples: "Be for Butler"—"like the Bromo Seltzer ads." Mr. Jonkel then demonstrated a series of "Be for Butler's" at a pace described by one newsman as "at railroad engine tempo."

Some announcements, Mr. Jonkel explained to the Senate committee investigating the Maryland Senatorial election, caused considerable consternation in ex-Sen. Tydings' campaign headquarters. One particular spot, he said, used machine gun fire, mortar fire, plus the sound of richochets. For the latter, Mr. Jonkel gave emphasis to his testimony by giving his version of the sound effects.

A spoken passage followed the whining bullets and chattering guns in this manner, Mr. Jonkel said: "That's the way the war in Korea sounds. Do you in your heart believe we were ready for Korea? Vote for John Marshall Butler."

In still another spot, he added, "we had brakes squealing, and a slogan—stop waste in government, stop this, stop that. We had alarm clocks going off, and 'Be for Butler, Be for Butler, Be for Butler.'"

Arrangements were made, according to the witness, so that every time Mr. Tydings spoke on the radio his time was preceded and followed by these 20- to 30-second spot announcements.

RIGGIO CORP.

Signs FTC Agreement

RIGGIO Tobacco Corp., Brooklyn, N. Y., has signed a stipulation with the Federal Trade Commission, agreeing to cease certain representations made for its Regent cigarettes in broadcast and other advertisements. The agreement was announced by FTC March 11.

Under terms of the stipulation the tobacco firm promised to discontinue claims that Regents (1) provide any defense against throat irritation due to smoking, (2) offer cooler smoking because of extra length or oval shape. The agreement does not, however, prevent claims that during the time the extra length is smoked, less irritating properties are contained in the smoke therefrom. Riggio sponsors NBC-TV's *Leave It to the Girls*, Sunday, 7-7:30 p.m. EST.

ABC Spot Sales distributing "Radio Program Schedules" folder containing March 1-31 schedules for WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, KGO San Francisco and WMAL Washington.

COURT RULING

Protects 'Guard' Reception

TEMPORARY injunction against operation by the Yonkers Cabinet Corp., Yonkers, N. Y., of a dielectric heater which was reportedly interfering with U. S. Coast Guard reception on its aeronautical frequency 7530 kc, was granted the FCC March 2 by Judge Samuel H. Kaufman of the U. S. District Court for the Southern District of New York. It is the first case in which FCC has used the courts to halt radiation interference.

According to the Commission, transmissions subsequently traced to the heater were first picked up on Jan. 29. FCC's complaint said that when interference continued, despite repeated notice to Maitland Brenhouse, Yonkers president, the court proceedings were begun. The heater, an electronic type for industrial use, was manufactured by Girdler Corp., Louisville, Ky., according to the FCC account of communications from Mr. Brenhouse. Transmissions from the unit, which varied between 7510 and 7535 kc, were picked up by FCC monitoring stations in Laurel, Md.; Powder Springs, Ga.; Allegan, Mich.; Lexington, Ky., and by a mobile unit in Yonkers, the Commission said.

Zaimes Files

SUIT for $250,000 in damages, alleging libel and character defamation, has been filed against the New York *Compass* by Charles Zaimes, newscaster and commentator at WALL Middletown, N. Y. Basis of the suit was a story, published Dec. 31 and titled *A Town of Terror*, which dealt with Mr. Zaimes' news campaign "to expose Communist influence" in a fur-workers union, according to WALL. The article claimed that workers are living in fear because of the broadcasts.

FTC Order

DECEPTIVE marking of radio tubes, attributed to Continental Corp., Chicago, and its officers, would be prohibited under terms of an initial decision reported by a Federal Trade Commission trial examiner. The proposed order also would require the firm to stop representing it has been licensed by RCA "to make or distribute radio tubes" and that it is a tube manufacturer. The order becomes final in 30 days unless it is appealed, stayed or placed on the commission's review docket.

WLS and the drama of the ATOM

WLS CHICAGO 7

(See Front Cover)

CLEAR CHANNEL Home of the NATIONAL Barn Dance

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 W. 4th St., New York 14, N. Y.

air-casters

PAUL D. GALE, manager traffic department NBC Western Div., appointed manager of newly-consolidated station relations and traffic department. **ALAN COURTNEY,** acting manager station relations, guest relations, public affairs and education, named station relations contact for new department.

HAROLD STORM appointed director of promotion KMBC-KFRM Kansas City, Mo., succeeding **JOHN S. McDERMOTT** who has been appointed local sales representative. Mr. Storm has been with WOW and KFAB Omaha, and WNAX Yankton, S. D.

Mr. Storm

DICK KARNOW, news director WIRY Plattsburg, N. Y., appointed chief announcer and sports director. **ESTHER FOX,** continuity department WIRY, appointed continuity director. **HAROLD PHILLIPS,** new to radio, named to accounting department. **DAVE SMITH** appointed part-time announcer.

PETER COLE, chief announcer and assistant program director WVCG Coral Gables, Fla., to WTVJ (TV) Miami, as announcer. **LENORE KEHM** appointed to program staff.

NORMAN L. PREVATTE appointed to program department staff WBTV (TV) Charlotte, N. C. He has been with several stations in North Carolina.

JACK DOUGLAS, EDDIE COONTZ and **JOHN BRADY** to KFI-TV Los Angeles, as director-announcers. Mr. Douglas and Mr. Coontz are program packagers; Mr. Brady was freelance actor and writer.

CHARLES RAY signed to exclusive contract with Palmetto Broadcasting System, Anderson, S. C., to do series of shows. He has been with several stations in Louisiana and Mississippi.

MILTON BROWN, NBC press department staff writer, appointed column editor for network, effective immediately. He replaces **URSULA HALLORAN** who resigned last week to accept position with Mack Millar & Henry Rogers publicity firm.

ANNE MAUCLAIR, writer-producer Voice of America, to KLAC-TV Los Angeles, as production assistant. Replaces **JEAN BRADFIELD,** resigned to join Wisbar Productions Inc., L. A. (TV film producer).

FRANK PARIS, script department CBS Hollywood, to network editing staff.

WILS Lansing's Most Powerful Station

JUSTIN R. DUNCAN, TV program director WOAI-TV San Antonio, to devote full time to public and client relations for station [BROADCASTING • TELECASTING, March 5].

EARL WARREN, special feature announcer CKY Winnipeg, to announcing staff CKXL Calgary.

JESS OPPENHEIMER, producer CBS *My Favorite Husband,* father of boy, Gregg. March 8.

BARR SHEETS, supervisor of ushers CBS Hollywood, appointed to new position guest relations manager for network. **JACK VAN NOSTRAND,** News Bureau KNX Hollywood, replaces him in former capacity.

DRESSER DAHLSTEAD, production manager ABC Western Div., named program director. He succeeds **JOHN I. EDWARDS,** resigned to join Maier Brewing Co. as advertising manager. Prior to being made production manager, Mr. Dahlstead was chief announcer for network Western Div.

Mr. Dahlstead

PHIL BAKER replaces **JACK PAAR** as m.c. of NBC *The $64 Question.* Mr. Baker was previously with program, then under name of *Take It Or Leave It* from December 1941 to September 1947, when **GARRY MOORE** took over.

CAPT. PAT GRIFFITH, WAC, formerly with NAB, has been transferred from duties as public information officer at Fort Myer, Va., to the Radio-Television Branch, Dept. of the Army, Pentagon.

BARRY CASSELL, to WCAU-TV Philadelphia, as TV announcer.

FREDERICK P. LAFFEY, program director WLAW Lawrence, Mass., recalled to active duty with Army.

ROBERT W. BRECKNER, director KTTV (TV) Los Angeles, appointed executive director. He will build department responsible for all sports, special events, news and public service programs on station.

LAWRENCE WHITNEY named assistant public relations director WGN Chicago. He joined station's continuity acceptance staff in 1949.

KEN WOODDELL, sports announcer WLBH Mattoon, Ill., father of son, Ken Jr.

PHIL GORDON, pianist-singer, to WDSU-TV New Orleans talent staff.

PAT CRAFTON, KRON-TV San Francisco, father of daughter, Mimi.

NICK PERRY appointed chief announcer WDTV (TV) Pittsburgh. **CLARK SUTTON,** student, to publicity department replacing **VINCE DI RICCO,** resigned. **JAY RUSSELL,** WATV (TV) Newark, to WDTV working on special research-public relations project.

JEAN HERSHOLT, star CBS *Dr. Christian* program, elected president Hollywood Bowl Assn.

GEORGE DINNICK, music director WINX Washington, appointed program director, succeeding **WILLIAM HEDGPETH,** resigned.

MAT DUNDREA appointed musical director WINX Washington. Was with WABP Tuscaloosa, Ala. **WILLIAM TINKER,** Armed Forces Radio overseas, appointed to announcing staff.

BILL HART, WONE Dayton, to WPFB Middletown, Ohio, as night disc jockey and announcer.

ELSIE MILLER, accountant KGER Long Beach, Calif., retires April 1.

AL MALLICOAT, announcer, recovering from broken leg.

FRED McCALL appointed to announcing staff KEYL (TV) San Antonio. He was with KVAL Brownsville, Tex., as program director.

JEAN SARGEANT, radio-TV womens news commentator, to WPTZ (TV) Philadelphia.

WARREN NIELSON, announcer KMA Shenandoah, Iowa, appointed chief announcer. **DOC** and **ESTHER EMBREE,** entertainers KFEQ St. Joseph, Mo., to talent staff KMA.

WILLIAM H. TANKERSLEY, merchandising manager Columbia Pacific Network-KNX Hollywood, named manager, program operations department for CBS Hollywood. **LEON W. FORSYTH,** promotion and advertising department Raymond R. Morgan Co., L. A., replaces him as merchandising manager.

ALAN SNOWDEN, KIHR Hood River, Ore., to KRIZ Phoenix, Ariz.

JOHN SIEMER, WIZE Springfield, Ohio, to WIOU Kokomo, Ind., as announcer. **DOROTHY HACKER** to WIOU as staff organist.

EDWIN C. METCALFE, assistant to **RUDOLPH PICARELLI,** sales service coordinator KTTV (TV) Los Angeles replaces Mr. Picarelli, who was recaled to armed services. **ROB R. HIESTAND Jr.,** executive producer KFI-TV Los Angeles, to KTTV as staff director.

JOHNNY MARTIN, WLIZ Bridgeport, Conn., to staff WXYZ-TV Detroit.

SHIRLEY SCHUTT, continuity acceptance department ABC Hollywood, to KTTV (TV) Hollywood, in similar capacity.

News . . .

T. H. ROENSCH, manager Kigford Ranch, Siloam Springs, Ark., appointed associate farm director KVOO Tulsa, Okla.

Mr. Roensch

MARTIN D. MANNIX, promotion and farm director WIRY Plattsburg, N. Y., appointed news director. He will continue his duties as promotion director. **CHET BOSWORTH** appointed music director, librarian and farm director.

JAIME del VALLE, CBS Hollywood producer, father of boy born March 10.

ERNIE TANNEN, program director WGAY Silver Spring, Md., elected president Montgomery County Press Assn.

JULIAN BENTLEY, news director WBBM Chicago, to Europe March 19 for four-week reporting trip. News will be shortwaved back for broadcast on his regular show. He will visit England, Scotland, France and Italy.

CARL RANDALL, news department KCBS San Francisco, on tour of Alaska to gather material for profile on Alaskan defenses for CBS' *Hear It Now* show.

BILL NIETFELD, news director, KCBS San Francisco, named chairman of Northern California section of California Associated Press Radio Assn.

BOB BRUNER appointed news director WIOU Kokomo, Ind. He was with WSOY Decatur, Ill.

PAULINE FREDERICK, ABC commentator, to deliver lectures before Rotary Club, Johnson City, Tenn., March 20 and the East Tennessee State College, Johnson City, March 21. Her *Pauline Frederick Reports* broadcast, 8:45-9 p.m., to originate from WJHL Johnson City March 21.

WALTER CRONKITE, CBS Washington news commentator, recovering in Bethesda Naval Hospital from appendectomy. He was stricken March 9.

CLOYD HEAD, commentator WMAQ Chicago, returns from 10-month European and Middle-Eastern trip. He resumes his broadcasts next month.

JIM ARKISON, sports director WALE Fall River, Mass., named outstanding radio sportscaster for 1950 by local AMVETS post.

WLBH
MATTOON (20,000 pop.) CHARLESTON (10,000 pop.)
500,000 POPULATION in ½ millivolt primary

WLBH FILLS THE GAP
between your metropolitan station coverage
W L B H WLBH-FM
1170 KC 250 W. 96.9 mc 23,000 W.
J. R. Livesay, Pres. & Mgr.
HAL HOLMAN, Nat'l Rep.

NEW FM OUTLET
To Purchase WMIT Plant

GRANT March 7 of a construction permit for a new Class B FM outlet on Clingman's Peak, Yancey County, N. C., paves the way for reactivation of the old facilities of WMIT (FM) Charlotte—pioneer FM station which ceased operation last April.

Under plans submitted to FCC last December [BROADCASTING • TELECASTING, Jan. 1], Mt. Mitchell Broadcasters Inc., permittee, is purchasing WMIT's plant atop Clingman's Peak for a reported $27,500. In addition to the WMIT 10 kw transmitter, the new firm also is installing a new 50 kw amplifier to boost the station's output to 300 kw effective radiated power on Channel 295 (106.9 mc).

According to the original application, the new outlet's 1 mv/m contour will include 27,380 sq. miles while the 50 uv/m contour will include 50,600 sq. mi.

Principals in Mt. Mitchell Broadcasters Inc. are W. Olin Nisbet Jr., Charlotte investment banker, president and 31% stockholder; John C. Erwin, Charlotte businessman, vice president and 20% owner; W. H. B. Simpson, part owner of WMRC Greenville, S. C., as secretary-treasurer, 6.6%.

KPET GRANT
Would Go Fulltime

KPET Lamesa, Tex., would be granted extension of operation from daytime only to fulltime, on 690 kc with 250 w, according to an FCC initial decision last week.

Hearing Examiner Jack P. Blume found it desirable to recommend the grant although the proposed nighttime operation violated FCC standards respecting the limitation on Class II operation. He found a first primary nighttime service would be rendered to Lamesa which now is a "white" area, without primary signal at night.

According to FCC rules, Class II operation at night is limited to 2.5 mv/m contour, which for KPET would include 19,000 persons. However, because of objectionable interference at night, KPET will be limited to its 25.4 mv/m contour, including only 7,900 persons.

WNAE
Warren, Pa.
USES
Magnecorder
PROFESSIONAL TAPE RECORDERS

PT63-A shown has 3 separate heads—monitors from the tape. Unit construction permits portable or rack mount operation.
Write MAGNECORD, Inc.
360 N. Michigan Ave., Chicago 1, Illinois
FIRST CHOICE OF ENGINEERS

FCC actions

MARCH 9 TO MARCH 15

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 9 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following: KOCS Ontario, Calif.; KCBQ San Diego; WMBI Chicago; WOWO Fort Wayne, Ind.; WBCC Bethesda, Md.; WBZA Springfield, Mass.; KEX Portland, Ore.; KYW Philadelphia; WOAI San Antonio; KEDO (FM) Ontario, Calif.

License for CP

KVAS Astoria, Ore.—License to cover CP change frequency etc.

WLWT (TV) Cincinnati—License to cover CP new commercial TV station.

Extension of SSA

KWBU Corpus Christi, Tex.—Extension of SSA 1030 kc 50 kw, using non-DA from local sunrise Boston to local sunset Corpus Christi, for 12 mo. beginning March 15.

APPLICATION DISMISSED

Tuskegee Bcstg. Co. Inc., Tuskegee, Ala.—DISMISSED application for CP new AM station on 580 kc 500 w D.

March 12 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following: KLRA Little Rock, Ark.; WTIC Hartford, Conn.; WFEC Miami; WALT Tampa, Fla.; WSFT Thomaston, Ga.; KWKH Shreveport, La.; WBZ Boston; WHFB Benton Harbor, Mich.; KSTP St. Paul; WTNS Coshocton, Ohio; KDKA Pittsburgh; KSTA Coleman, Tex.

Change Name

William R. Smith tr/as White County Bcstg. Co., Searcy, Ark.—CP new AM station 1300 kc 1 kw D AMENDED to change name of applicant to White County Bcstg. Co. Inc.

Replace CP

KEDO (FM) Ontario, Calif.—CP to replace expired CP for changes in existing FM station.

Modification of CP

WBOW-FM Terre Haute, Ind.—Mod. CP new FM station for extension of completion date.

WLAV-FM Grand Rapids, Mich.—Same.

March 13 Decisions . . .

BY THE SECRETARY

KTTV Los Angeles—Granted license for commercial TV station: ERP vis power 30.9 kw, aur 15.6 kw; and to change studio location.

WHBF-TV Rock Island, Ill.—Granted license for commercial TV station; vis power 5 kw, and to designate studio and transmitter locations (not a move).

WNAC-TV Boston—Granted license for new commercial TV station.

WJZ-TV New York—Granted mod CP for TV station for reduction of ERP to 3.0 kw vis., 3.0 kw aur., and increase ant. height to 1378 ft.

WCAT South Dakota School of Mines and Technology, Rapid City, S. D.—Granted authority to remain silent for period beginning March 9 and ending March 20 during suspension of regular instructional period.

KPOC Pocahontas, Ark.—Granted license for new station; 1420 kc 1 kw d.

WWIN Baltimore, Md.—Granted license for new station; 1400 kc 250 w unl.

KGPH Flagstaff, Ariz.—Granted license for new station; 1230 kc 250 w unl.

WNBC-FM New York—Granted mod. CP to extend completion date to 6-21-51 (cond).

KCRE Crescent City, Calif.—Granted license for new standard station; 1400 kc 250 w unl.

WMFG Hibbing, Minn.—Granted license install new trans.

WGBS Miami, Fla.—Granted license change DA-D (DA-2) cond.

KRXK Rexburg, Ida.—Granted license for new standard station; 1230 kc 250 w unl.

KGO-TV San Francisco—Granted license for new commercial TV station; ERP: vis. 25.4 kw, aur. 12.6 kw 1260 ft. ant. height.

The Fort Industry Co. Area, Detroit, Mich.—Granted license for new TV pickup station KA-7677.

KECA-TV Los Angeles—Granted license for new commercial TV station; ERP—vis. 29.4 kw aur. 14.7 kw 3040 ft. ant. height.

KECA-FM Los Angeles—Granted license for new FM station; 95.5 mc (Ch. 238) 3.8 kw, 240 ft.

American Bcstg. Co. Area New York, and Chicago—Granted licenses for new remote pickup KA-5106, KA-6197, KA-6176.

Regional Bcstg. Co., Chicopee, Mass.—Granted CP and license for new remote pickup KA-8476.

WCSC Inc., Charleston, S. C.—Granted CPs and licenses for new remote pickup KA-8474-5.

The Snowy Range Bcstg. Co., Laramie, Wyo.—Granted license for new remote pickup KA-7582.

American Bcstg. Co., New York—Granted license for new remote pickup KEB-910.

College of the Pacific, Stockton, Calif.—Granted license for new remote pickup KA-7347.

Appleland Bcstg. Inc., Wenatchee, Wash.—Granted CP new remote pickup KA-8477.

Dairylands Bcstg. Service Inc., Marshfield, Wis.—Granted CP new remote pickup KA-8478.

The Voice of the Orange Empire Inc., Santa Ana, Calif.—Granted CP new remote pickup KMB-816.

WMNE Menomonie, Wis.—Granted mod. CP for approval of ant. and trans. and main studio locations.

WACL Waycross, Ga.—Granted mod. CP for approval of ant. and trans. location, specify main studio location and change type trans.

Columbia Bcstg. System, Chicago—Granted mod. license to change KA-4695 location from mobile, area of Chicago, to mobile, area of New York, and to be used with WCBS New York in lieu WBBM Chicago.

WHAS Inc., Louisville, Ky.—Granted mod. of license KA-4619 to change from mobile, area of Louisville, to base, Ash Lane, 2⅜ mi. northeast of New Eastwood, Ky., and to be used with WHAS and WHAS-TV.

Following were granted mod. CPs for extension of completion dates as shown: KWBW-FM Hutchinson, Kan., to 6-1-51; KYUM Yuma, Ariz. to 6-15-51, cond.; KA-7164 Poughkeepsie, N. Y., to 5-6-51; WTOL-FM Toledo, Ohio, to 5-6-51, cond.; KRNT-FM Des Moines, to 9-30-51; KA-5776 Lewisburg, Tenn., to 6-9-51.

WRTA Altoona, Pa.—Granted license install new trans.; cond.

WNEW New York—Granted license to use old main trans. as an alternate.

WWHG Hornell, N. Y.—Granted CP change trans. location, main studio location and install new trans.

WLCK Campbellsville, Ky.—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WJRI Lenoir, N. C.—Granted license install new trans. (BL-4354). Granted license to use old main trans. for aux.

WKYB Paducah, Ky.—Granted license change frequency, etc. (570 kc, 500 w N, 1 kw LS, DA-2 unl.; cond.).

WPGW Portland, Ind.—Granted license for new standard station and specify studio location; 1440 kc 500 w D, DA-D.

KJBS San Francisco—Granted CP install new trans.

KOVC Valley City, N. Dak.—Granted CP install new trans.

KCBS San Francisco—Granted mod. CP for extension of completion date to 8-21-51; cond.

KTSL (TV) Hollywood—Granted mod. CP for extension of completion date to 9-26-51.

Extended following television aux. station licenses on temp. basis to June 1, 1951: KA-3427, Albuquerque Bcstg. Co., Albuquerque, N. Mex.; KA-3428 KA-3429, Balaban & Katz Corp., Chicago; KCA-61 Oxford, Conn., KA-3431 KA-3432 New York, KA-4448 Pittsburgh, KA-3433 KA-3434 Washington, D. C., Allen B. DuMont Lab; KA-2106 KA-2107, General Electric Co., Schenectady, N. Y.; KA-3436 KA-4841 KA-4842, Paramount Television Productions Inc., Los Angeles; KA-4858, Westinghouse Radio Stations Inc., Boston.

ACTION ON MOTIONS

By Comr. Robert F. Jones

Muhlenberg County Bcstg. Co. and Central City-Greenville Bcstg. Co., Central City, Ky.—Granted petition of Muhlenberg County Bcstg. Co. for dismissal without prejudice of its application. On Commission's own motion removed from hearing docket application of Central City Greenville Bcstg. Co. Dismissed as moot petitions of Central City-Greenville Bcstg. Co. filed March 2 to continue hearing and to accept late appearance.

WLAC Nashville, Tenn.—Granted continuance of hearing on application of Radio Reading, Reading, Pa. from March 15 to April 16 in Washington.

WISE Asheville, N. C.—Granted continuance of hearing on its application from March 19 to April 19 in Washington.

WANT Richmond, Va.—Granted leave to amend application to specify new trans. site and for removal of application as amended from hearing docket.

WLCK Campbellsville, Ky.—Granted leave to intervene in proceeding on application of Clark-Montgomery Bcstg. Co., Winchester, Ky.

By Examiner H. B. Hutchison

KGAR Garden City, Kan.—Granted leave to amend its application to show corrected calculations of interference to KFNF and KARK and to incorporate new copy of horizontal plane pattern showing corrected bearings towards these stations and new computed vertical sections for corrected bearings. Granted in part request that petition previously filed Jan. 10 for authority to take deposition of Mark U. Watrous, Denver, be withdrawn; dismissed petition to take deposition.

WJEL Springfield, Ohio—Granted continuance of hearing in proceeding

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on its application from March 12 to May 14, at Washington.

By Examiner Fanney N. Litvin

KVGB Great Bend, Kan.—Granted continuance from March 9 to April 5 in Washington of hearing on application of Pratt Bcstg. Co., Pratt, Kan.

By Examiner J. D. Cunningham

KYA San Francisco—Granted continuance of hearing in proceeding on its application and that of KVSM San Mateo, Cal., March 12 to May 16, in Washington; also granted authority to amend application to change operating assignment from 1260 kc, 1 kw-N and 5 kw-D unl. to 1060 kc 50 kw unl. DA and to move trans. site.

By Comr. Robert F. Jones

WTNJ Trenton, N. J.—On Commission's own motion, continued indefinitely hearing in revocation proceeding now scheduled at Trenton March 16, pending action on petition for reconsideration filed March 9 of Commission order of Dec. 20, 1950, revoking license.

March 13 Applications . . .

ACCEPTED FOR FILING

License Renewal

Applications for license renewal filed by following: KCVR Lodi, Calif.; WKXY Sarasota, Fla.; WCSI Columbus, Ind.; KSTT Davenport, Iowa; KLKC Parsons, Kan.; WMEX Boston; WDGY Minneapolis; WKBW Buffalo; WGNY Newburgh, N. Y.; WBT Charlotte, N. C.; KWCO Chickasha, Okla.; WHIM Providence, R. I.; WNOX Knoxville, Tenn.; KAMQ Amarillo, Tex.; KDSX Denison, Tex.; KORC Mineral Wells, Tex.; KGA Spokane, Wash.; WCBT-FM Roanoke Rapids, N. C.

License for CP

KWAX (FM) Eugene, Ore.—License to cover CP new noncommercial educational FM station.

Modification of CP

KFOX-FM Long Beach, Calif.—Mod. CP new FM station for extension of completion date.

WGBS-FM Miami—Mod. CP new FM station to change ERP from 27 kw to 1.5 kw, ant. from 395 ft. to 80 ft., change trans. and studio sites.

TENDERED FOR FILING

WETO Gadsden, Ala.—CP change hours from D to unl., operating with 100 w-N, 1 kw-D, on 930 kc.

APPLICATIONS RETURNED

WCNU Crestview, Fla.—RETURNED application for license renewal.

KBKI Alice, Tex.—Same.

March 14 Decisions . . .

BY THE COMMISSION

Extension of License

WCBT-FM Roanoke Rapids, N. C. — Granted further temporary extension of license to 6-1-51.

WKRT-FM Cortland, N. Y.—Granted further temporary extension of license to 6-1-51.

Modification of CP

KIDO Boise, Ida.—Granted mod. CP to change DA-N; cond.

CP Granted

KFSB Joplin, Mo.—Granted CP to move center tower of DA etc.; cond.

BY THE COMMISSION EN BANC

Designated for Hearing

KCOG Centerville, Iowa—Designated for hearing in Washington on May 4 re application to increase power from 100 w to 250 w, unl. on 1400 kc; made WGIL Galesburg, Ill., KVFD Ft. Dodge, Iowa, and KFRU Columbia, Mo., parties to the proceeding.

Reinstatement of CP

Red Oak Radio Corp., Red Oak, Iowa—Granted reinstatement of expired CP which authorized a new station on 1600 kc 500 w D, subject to filing within 60 days, of an application for mod. of permit to specify a different trans. site and ant. system which will meet requirements of engineering standards, or in lieu thereof, to notify FCC within same period of time that construction has commenced at site previously granted and is otherwise in accordance with original authorization.

Program Test Authority

WWBZ Vineland, N. J.—On petition, granted authority to conduct nighttime program tests under CP which authorized change in hours from D to unl. on 1360 kc with 1 kw, and install DA-N.

SSA Extension

KWBU Corpus Christi, Tex.—Granted extension of SSA to operate on 1030 kc 50 kw using non-directional ant. during hours from LS Boston, Mass., to LS Corpus Christi, for period not to exceed 12 months from March 15, pending decision in clear channel hearing.

(Continued on page 91)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

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All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

If you think sales, breath sales, sell sales, then you are the man for us. Write Texas ABC station. Box 44I, BROADCASTING.

Salesmen

Salesman: Pennsylvania independent offers an opportunity to enter sales in a prosperous market. Only station in area. Radio background essential. Salary plus commission. Must have car. Box 813H, BROADCASTING.

Salesman for 5 kw independent station in one of the most beautiful cities in the east. Major market—unlimited opportunity. Pleasant working conditions, congenial staff. Salary and commission. Family man preferred. Write Box 7I, BROADCASTING.

Experienced salesman-copywriter. Guarantee $75.00 minimum right man. Old established ABC affiliate single station market. Midwest. Box 34I, BROADCASTING.

Proven salesmen wanted by aggressive southern broadcaster expanding to absorb established power station in major southern market. $1000 per month, or better, opportunity for salesmen who can qualify. Best of personal and business backgrounds needed. Send complete personal and business data, actual sales record, references, photo. Reply confidential. Box 71J, BROADCASTING.

Wanted: Woman with experience who can sell and write copy so that you can qualify for this position. Here is what you get, salary plus commission, pleasant working conditions, vacations with pay, yearly bonus plus Florida sunshine. This is a new station located on banks of the world famous Indian River two minutes from the blue Atlantic. If this sounds good to you, send photo and all details to Box 79J, BROADCASTING.

Salesman. Must do outstanding job for station 20 years operation. East, middle Atlantic, television soon. Right man can be salesmanager. Excellent market, 1st letter with photo and reference. After this, interview will be arranged with help on expense. Box 116J, BROADCASTING.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

Wanted: Salesman. Experienced time salesman for 250 watter in Chicago metropolitan area. Tremendous opportunity. WOPA, Oak Park.

America's largest publishers News Pictures, established 38 years. Affiliated Marlin Firearms Company, having had contracts over 300 radio stations coast-to-coast, needs four more high type salesmen with cars. Accustomed earning $250 and more commission weekly, travel, place radio stations cooperative publicity display cabinets, merchants windows. For interview send all details about yourself. Chas. F. Smith, Radio Division Illustrated Current News, Inc., New Haven, Conn.

Announcers

Experienced announcer, long established Michigan kilowatt now accepting auditions for opening April 1st. Graduated wage scale, talent. Send platter or tape, letter of qualifications and photo, to Box 756H, BROADCASTING.

Wanted: Announcer-disc jockey for southern station, salary plus talent, available immediately, draft exempt. Box 65J, BROADCASTING.

Help Wanted (Cont'd)

Progressive southwestern kilowatt has immediate opening for combination man, emphasis on announcing. Good salary, and opportunity for right man. Send audition, qualifications and snapshot to Box 23J, BROADCASTING.

If you're a good announcer with first class ticket, you're worth seventy-five starting salary to an up-and-coming Pennsylvania independent. Give experience, full details and disc in first reply. Box 90J, BROADCASTING.

Announcer who knows rural programming, who can MC a western musical unit and who can sell mail offers for an immediate opening at this 10 kw, ABC affiliate. Write giving complete information on your background and audition disc. This is an excellent opportunity for the right man. Radio Station KFBI, P. O. Box 1402, Wichita, Kansas.

Wanted. News announcer-continuity writer. Salary commensurate with ability. Send photo, disc, qualifications to General Manager, KNEX, McPherson, Kansas.

Rush disc, photo and particulars to KVOC, Casper, Wyoming, if you desire position as combination announcer and engineer. Job now open. Will consider inexperienced man. Must have first class ticket.

Somewhere in the U. S. A. is a man who does not smoke or drink, has clean living habits and could fill our need for an all-round announcer, news and production man. Control room experience helpful. Salary comensurate with ability. Good chance for advancement. Call Mr. West or Mr. Starcher at WAVL in Apollo, Penna.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Morning man, experienced. Strong on news. Permanent. Five day week, liberal company benefits. Salary plus talent. Best working conditions. Send disc. Give full details, availability, draft status. WENY, Elmira, N. Y.

Top 1 kw CBS affiliate in West Virginia is accepting auditions for staff announcers. Please send disc, experience and salary requirements in first reply to R. Brown, WJLS, Beckley, W. Va.

Immediate opening for good announcer with first class license. Salary dependent upon ability. WJOC, Jamestown, New York.

Wanted—Combination announcer-engineer by 1000 watt NBC affiliate. Send details of experience, business and character references. Must be experienced in announcing and hold first class license. Southern man preferred. WLAK, Lakeland, Florida.

Immediately — Combination man for network station. State experience and salary requirements first letter. WMLT, Dublin, Georgia.

Good, solid commercial announcer, preferably with independent station experience. Permanent position for capable man. Send disc, photo, details to John Fahnline, Jr., WPIC, Sharon, Pa.

We're looking for an announcer who knows control room operation and can do a good MC job on disc shows. If you have made a name for yourself as a DJ at a good local station, here's an opportunity to move on up. Send complete details and audition disc to Merrit Milligan, Program Director, WTAD, Quincy, Illinois.

Announcer with ticket for south Georgia station, pays $57.50 for 40 hours to start expanded operations. Contact Manager, WVOP, Vidalia, telephone 327.

Help Wanted (Cont'd)

Technical

Immediate opening chief engineer who can announce. State salary, experience, first letter. Box 6I, BROADCASTING.

Engineer — Experienced in equipment maintenance and directional arrays for 5 kw midwest station. We need a man of ability and a desire to do a good job. Salary, insurance, vacations and hours are good; but it's not for a lazy person. Will appreciate a snapshot along with outline of experience, education and references. Box 17I, BROADCASTING.

Operator for Texas station. Give full details. Box 54J, BROADCASTING.

Combination engineer-announcer, emphasis on announcing, 2nd class ticket OK, 250 watter near New York. Box 72J, BROADCASTING.

Chief engineer for 250 watter near New York, complete charge. Box 100J, BROADCASTING.

First phone, willing to learn announcing. Start $45, rapid advancement, plus extras. Full details first letter. Box 106J, BROADCASTING.

I want a transmitter engineer interested in working at his trade. This is a new 10 kilowatt operation directional antennae. Affiliated with eleven other stations in mountain area. This is a good connection with a future. Contact Milo Petersen, KGEM, Boise, Idaho.

Engineer: First ticket, at once. Phone, wire, KROS, Clinton, Iowa.

Combination engineer-announcer for 1000 watt ABC outlet in city of fifty thousand, new equipment, modern studios. Start sixty dollars with increases seventy dollars. Send disc to H. T. Duke, Radio Station WALB, Albany, Georgia.

Immediate opening licensed engineer to operate control room and transmitter. Need car. WBBQ, Augusta, Georgia.

Engineer, first class license, experience not necessary, conveniently located, best working conditions, position open on or after March 17. F. M. Wagner, WCNC, Elizabeth City, N. C.

Chief engineer for dual net station. Excellent working conditions. Details first letter. WDYK, Cumberland, Maryland.

Transmitter engineer with first class license for AM and FM operation. Bachelor quarters available. Write WJTN, Jamestown, N. Y.

Wanted: First class engineer, wire giving qualifications. Radio Station WMOC, Covington, Ga.

Engineer-announcer. With license. Excellent salary, good future in prosperous small operation. Will train. Contact Hal King, WPKE, Pikeville, Kentucky.

Chief engineer-announcer, immediate opening, emphasis on engineering. State salary expected, when available and send photo and audition if possible. Manager, WPLA, Plant City, Florida.

Transmitter engineer, no announcing. No experience necessary. Transmitter within walking distance of town. WREL, Lexington, Virginia.

Wanted: First phone engineer. $50.00, 40 hours. WVOT, Wilson, N. C.

Need broadcast engineer first phone. Employment immediately. Contact Chief Engineer, WWST, Wooster, Ohio.

Help Wanted (Cont'd)

Production-Programming, others

Continuity director. Preferably female. Disc, photo, samples of copy. Box 69I, BROADCASTING.

New Pennsylvania independent needs girl for continuity and air work. State experience and full details first reply. Good salary. Box 91J, BROADCASTING.

Have opening for program director near future. Announcer with some programming experience will be considered. Write or call Radio Station WEPM, Martinsburg, W. Va. Personal interview necessary.

Continuity writer, must be experienced, imaginative, sales and program minded, willing to work for advance in aggressive organization. Start $50.00, 45 hour week. Apply immediately WORZ, Orlando, Florida.

Wanted at once: Continuity writer, call Mr. Shepherd or Mr. Graham at 921, WWGS, Tifton, Ga.

Situations Wanted

Managerial

Manager-chief engineer—experience 20 years radio. Married, 43, children. South only. Box 862H, BROADCASTING.

Manager: Fully experienced, mature, sober, honest. Assume complete responsibility. Box 872H, BROADCASTING.

Manager-salesmanager, 43, married, family. 18 years background radio, newspaper, department store advertising. College graduate, personable, mature judgment, seasoned campaigner. Now employed sales manager network station, desires challenging connection single station market under 30,000. Host workable ideas, abundance initiative, experience pioneering three stations. Good record, go anywhere, salary commission basis. Available reasonable notice. Box 25I, BROADCASTING.

Manager-sales manager, now employed. Strong on sales and promotion. Can show a profit for station now in the red. Can bring additional sales help. Prefer south or southwest. Box 90I, BROADCASTING.

In eighteen months increased gross ten times with station in 100,000 market. Ready to move up. Completely experienced all phases radio. Box 67J, BROADCASTING.

Good, sober, experienced station manager who can really sell, produce and program shows, is open for position, want permanency, decent salary. Box 73J, BROADCASTING.

Station sold. Manager available for west or midwest. 19 years experience. Can produce profits. Box 88J, BROADCASTING.

Now production manager for Connecticut ABC station. Qualified announcer, newscaster and news writer, continuity writer, promotion man. Wide experience in administrative and detail work. Five years background. Seek program directorship of independent or network station that needs building. Write Box 103J, BROADCASTING.

Mr. Station Manager: If you have tried program directors and engineers as your managers why not try a good commercial man to do the job. Past year I sold seventy thousand in new business and still making good money. Can manage your station, especially if it is in the red. Experienced in every branch of radio except engineering. Can guarantee you results. Salable program ideas, regardless of size of station or market. Ten years in radio, married, children, age 45. Box 115J, BROADCASTING.

Manager-sales manager. Complete sales and radio advertising background. Now in important New York spot with top national contacts. Family man, 35, wishes relocate attractive New England market, preferably Connecticut. Salary plus commission desired. Box 123J, BROADCASTING.

Salesmen

Salesman-newscaster. Now in Missouri. Personal interview desired. $100 minimum. Box 40I, BROADCASTING.

Salesman, 25, married, draft exempt, three years radio experience. Prefer midwest. Box 2J, BROADCASTING.

Situations Wanted (Cont'd)

Salesman-announcer, experienced salesman. Recent Radio City trainee graduate. Knowledge all phases radio. Aggressive, willing. Seeks opportunity with a future. Veteran, 32. Box 5J, BROADCASTING.

Account executive, experienced, college, mucho zip, desires position, commercial manager, salesman, agency, station reps, east. Box 98J, BROADCASTING.

Salesman: 6 years experience. Aggressive, persistent, but definitely not high pressure. Presently owner, manager 250 watter. Selling to move into larger market with greater opportunity. Age, 28, married, two children, draft exempt. Good voice, extensive announcing background, especially news. Available immediately. Write Bob Amos, WHKP, Hendersonville, North Carolina.

Announcers

Baseball broadcaster, major league; staff; veteran; married; college grad; experienced. Box 458H, BROADCASTING.

Baseball play-by-play man experienced in live and recreated broadcasts available for this season. Air check available. Excellent references. Box 564H, BROADCASTING.

Sports wanted year-round. Experienced AA baseball, midwest basketball, football and all staff. National agency, sponsor recommendations. Veteran, 3 children, college. Draft exempt. Box 955H, BROADCASTING.

Announcer-newsman. Friendly, mature, draft proof man with voice of quality and mike mannerism that is pleasingly persuasive wants long haul job with southeastern station. Disc sent upon request. Box 33I, BROADCASTING.

Announcer. Limited exeperience but thoroughly trained. Excellent references to substantiate capabilities. Not worried about long hours. Disc on request. Box 88I, BROADCASTING.

All night disc jockey available. Eight years experience. Proof of successful shows. Announcer for network shows. Married and children. Box 28J, BROADCASTING.

Baseball sports broadcaster, busy in banquet league, national newspaper recognition, best of references. Married, veteran, college education, civic leader, desires bigger market, expanding AM or TV station and higher classification baseball league. Further details upon request. Box 30J, BROADCASTING.

Announcer, good voice. Can write copy. Limited experience. B.S. Degree in speech. 26, vet, draft exempt. Control board. Box 40J, BROADCASTING.

Announcer, professional quality. Strong on commercials, news, DJ. Write copy, operate board. Limited experience on N.Y. indie. Married, 28, vet, draft exempt. Box 39J, BROADCASTING.

Not a Don Wilson, but lots of radio knowhow. 28, married, draft exempt. RBC trained, plus ten years active experience in radio. Announcer, board operator, production man. Desire western states. Available after April 15. Box 64J, BROADCASTING.

IIIIIIII = 8 years successful morning personality. Combination, witty, reliable, married, employed. $100. Box 3J, BROADCASTING.

Announcer-salesman. Limited experience. Knowledge all phases radio. Recent graduate leading radio school, New York. Veteran, draft exempt. Strong on DJ and sports. Control board operator. Varied sales experience. Box 4J, BROADCASTING.

Baseball man. Experienced all sports. Southwest only. Married veteran. Box 6J, BROADCASTING.

Increase sales with a versatile personality. Interesting DJ. Two years experience. Draft deferred. Southwest. Box 82J, BROADCASTING.

Baseball broadcaster, currently employed though station not carrying pro baseball. Rated region's top play-by-play man. Baseball livewire; football broadcaster for one of country's major colleges. Desire AA or AAA affiliation. Draft free. Present employer will furnish excellent references. Box 83J, BROADCASTING.

Carolina broadcasters. 5 years experience in all phases. Top announcer wants program director or combination paying $60. Box 87J, BROADCASTING.

Announcer, employed, draft exempt, married, car, experienced, all phases radio, desires permanent position with future, will travel. Box 94J, BROADCASTING.

Announcer, experienced, capable, good newscaster, DJ, married, veteran, seeks permanency, future, east preferred. Box 96J, BROADCASTING.

Want a hillbilly disc jockey? Good knowledge hillbilly music. 8 years mike experience. Just completed 4½ years at 5000 watt CBS outlet with own unit. Other phases announcing, News, commercials, farm reporting, etc. No drifter. E.T. on request. Replies promptly answered. Available latter part April. Box 97J, BROADCASTING.

Announcer, medically discharged veteran. Single, 26, 3 years experience. Good all-round staff man. Box 99J, BROADCASTING.

Announcer—Ambitious sportscaster seeks opportunity to gain practical experience in small livewire station. Veteran. Single, 23, hardworking. Creative, reliable. Can operate control board and turntable. Go anywhere. Details, disc on request. Box 101J, BROADCASTING.

Employed announcer, experienced, traffic programming, emphasis on production, married, draft exempt, will travel. Box 95J, BROADCASTING.

Versatility the keynote. Announcer, strong on DJ, news, commercials. Some console. Will travel. Sober, veteran. Box 104J, BROADCASTING.

Baseball man desires change. AA ball last year. Draft exempt. All offers considered. Write Box 105J, BROADCASTING.

Announcer. Inexperienced. Young, single, sober, serious. Inexperienced. College degree in broadcasting. Inexperienced. Extremely capable. Inexperienced. Inexperienced, inexperienced, inexperienced. Box 109J, BROADCASTING.

Married, vet, 31, 4 years experience. Sports, AM and TV, news, programming, desires position with reliable station. Excellent references. Box 111J, BROADCASTING.

Announcer, 1st phone, some copywriting, programming, willing worker, employed 1½ years, making $60. Car, draft exempt, 24 years. Complete offer. Box 112J, BROADCASTING.

Experienced announcer specializing in play-by-play, available. 3 years sports and staff announcing. Married veteran seeking permanent position with future. Box 117J, BROADCASTING.

Upper midwest or Great Lakes stations attention: Now announcing, all phases, desire position in above only, data, disc, Box 120J, BROADCASTING.

Sportscaster. Baseball play-by-play. Former player. College degree in broadcasting. Young, single, industrious. Capable despite inexperience. Draft exempt. Box 110J, BROADCASTING.

Draft exempt veteran. Willing to learn announcing bottom up. Salary with GI Bill okay. Finest references. Disc and photo. Box 121J, BROADCASTING.

Available, topflight play-by-play announcer-commentator with solid 14 years sports background. Has handled triple-A baseball, big league pro basketball, major college football on eastern and southern networks. Further experience in other sports, news and independent station programming. Family man, 32, university grad. Salary expectations modest where security offered. Write or wire Box 126J, BROADCASTING.

Negro announcer, 29. Graduate, copywriter, experienced, very fine clear voice. Proven results. Montana born, college educated, musician, DJ, operate board. News, special events, ad lib, restricted license, excellent references. Married. 2617 7th Avenue South, Billings, Montana.

Experienced, newscaster, announcer, copywriter, married, draft exempt, references, personal data and disc on request. Available immediately. Mark Douglass, 1708 E. Gordon, McPherson, Kansas.

Miss last week's want ads? Look up my ad and picture in last week's Broadcasting! Tommy Edwards, 1708 West Walnut, Milwaukee, Wisconsin.

Announcer-continuity writer. Two years experience. DJ, news, disc. Willing to travel. Ted Fehlberg, 5 West 63rd Street, New York City.

Seeking re-location, prefer job in midwest, or Penna. Presently employed as a writer-announcer. Seeking straight announcing job. Call Mr. Garrett, Telephone 4-12-60. Oil City, Penna.

Disc jockey team, capable, conscientious, familiar all phases control board operation with light but concentrated experience. One married, one single. Both draft exempt. Disc, resume, references available. Jim Melville, 37-15 59th Street, Woodside Long Island, New York.

Announcer-salesman-continuity writer. Limited experience. Veteran, 20, draft exempt. Recent graduate leading radio school. Strong on DJ and commercials. Disc available. Johnny Hunt, 30-67 49th Street, Long Island City, N. Y., AStoria 4-9038.

Announcer, capable, conscientious, familiar all phases control board operation with light but concentrated experience. Married, have family, vet, draft exempt. Disc, resume, references available. Arthur McAnneny, 511 Washington Street, Hoboken, New Jersey.

Announcer, capable, conscientious, familiar all phases control board operation, with light but concentrated experience, is willing to travel. Single, draft exempt. Disc, resume, references available. Jim Melville, 37-15 59th Street, Woodside, Long Island.

Four years as combination man (first phone). Heavy on announcing. Lots of programming, production, news. Fit in any department. Medical discharge. Tom Perryman, KSIJ, Gladewater, Texas.

Experienced announcer-engineer, vet, 28, would prefer work in northeast area. Bob Peters, 8 Upland Road, Brookline 46, Mass., Beacon 1855.

Experienced DJ, news, also remote shows, originating from Chicago's suburban theaters. Play guitar, 24, veteran, will travel. Bill Pugsley, 1400 N. State, Chicago.

Spanish-American girl disc jockey, board, announce, continuity, traffic. Permanent connection. Single, dependable. References. Woman's show script ready for airing. Lita Santos, 6526 Selma, Hollywood 28, Calif.

Announcer (colored). Very personable voice. Practical knowledge of radio and control board operation. Some experience. Vet, draft exempt. Rai Tasco, 103-06 29th Avenue, East Elmhurst, N. Y., Illinois 7-9819.

Sports-staff announcer looking for play-by-play baseball. Am presently employed in Logan, W. Va. where there is no baseball during season. Contact Mike Wynn, Box 696, Logan, W. Va.

Technical

Phone first, salary, hours, offer, first contact. Box 833H, BROADCASTING.

Chief engineer desires connection progressive station. First class license since 1935. Former RCA engineer. References. 75J, BROADCASTING.

First phone, 3 years transmitter experience 1000 watts. Veteran, 27, married. Available 2 weeks, employed. State offer. 102J, BROADCASTING.

Field engineer desires position with consulting radio engineering firm. Experienced in measurements and construction. Draft exempt, available 15 days. Box 122J, BROADCASTING.

Chief engineer. Consultant experience and ability can save you money. Interested only in long term arrangement. 15 years experience. References. Box 76J, BROADCASTING.

Chief engineer, experienced AM, FM, recording, draft proof. Box 42, Holden, Mass.

Technician, experienced broadcast operation using various popular makes of equipment. Available quickly for straight transmitter position. Please describe your requirements. Lewis Sherlock, Box 51, Plainview, Texas.

1st phone, straight engineering preferred, 200-mile radius of New York City. Raymond Tomaszeski, 210 Second Street, Jersey City, N. J. Journal Square 3-0403.

(Continued on next page)

NEED AN ANNOUNCER?

- looking for a job
- equipment for sale
- need an engineer
- want to buy a station

The best way to get results from any of the above classifications is to place an ad in BROADCASTING • *Telecasting* . . . where all the men who *make the decisions* meet every Monday morning.

Situations wanted, 10¢ per word ($1.00 minimum)
Help wanted, 20¢ per word ($2.00 minimum)
All other classifications 25¢ per word ($4.00 minimum)
Display ads, $12.00 per inch

Please address all correspondence to Classified Advertising Dept., BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

Situations Wanted (Cont'd)

Production-Programming, others

Radio newsman, 30, now employed, wants change of scene, new challenges. Veteran. Father. College graduate; experience (newspaper and radio) totals five years. Box 889H, BROADCASTING.

Newsman and continuity writer. Two years experience with college-owned station. Some commercial experience Thoroughly trained in sports and special events, news gathering, and rewrite. B. A. Degree. Single veteran, draft exempt. Prefer west coast or Rocky Mountains. Box 60I, BROADCASTING.

Sports director, professional baseball, college football, basketball, play-by-play, metropolitan area. University graduate. Box 71I, BROADCASTING.

Want to make a deal? I'll give you experienced ability in news, announcing, writing and production for an opportunity to prove to you that I can do even better with your sports programming. University of Minnesota grad., veteran, 2 dependents. Write Box 77J, BROADCASTING.

Need woman's touch? Seven years writing, announcing, programming. Want change to challenging spot in progressive station. Box 85I. BROADCASTING.

Program director, producer, special events, ad lib, TV, time sales at leading stations in Minneapolis, Kansas City, Nashville. 8 years experience. $5,000 plus yearly. Married, references. Box 68J, BROADCASTING.

N. Y. radio-TV copywriter desires spot with medium size agency. Experience, radio-TV production background. Young, veteran. Box 84J, BROADCASTING.

Florida, Texas stations: Producer, program director with topnotch personality show currently being broadcast in major metropolitan market. Box 93J, BROADCASTING.

Program director, fully experienced, sales minded, mature. Successful background programming, top news and announcing. Draft exempt. Box 113J, BROADCASTING.

Program director, newscaster. Ten years experience. Draft exempt. Sure would like to hear from you. Write for further information. Box 118J, BROADCASTING.

Need a dynamo in your news room? Working news editor thoroughly experienced getting and building local news show desires change. Draft exempt. Air talent. Box 119J, BROADCASTING.

Program director, vet, draft free, family man. Presently employed. Desires change. Jim Ferguson, 4 Forrest Drive, North Pekin, Illinois.

Television

Salesman

Ex journalist, 35, wants job as local time salesman with TV station. $75 plus commission. Write for resume. Box 85J, BROADCASTING • *TELECASTING*.

For Sale

Stations

Radio station in western city of 200,000. Priced at $125,000, half down. TV application filed. May Brothers, Broadcast Brokers, Binghamton, N. Y.

Equipment, etc.

General Electric FM 3 kw transmitter, General Electric monitor. Box 74I, BROADCASTING.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

260 feet one-inch rigid transmission line and fittings. 3500 feet #5 copper wire. KGPH. Flagstaff, Arizona.

One 150 foot self-supporting, insulated American Bridge tower; one type BT-20-A 250 watt GE AM transmitter; one type BT-1-B 250 watt GE FM transmitter complete with type BM-1-A frequency and modulation monitor; type BY-4-C GE four bay low-power—offside antenna and supporting mast; approximately 200 feet 1⅝" Comm. Prods., transmission line and dehydrator; crystals for 1450 kc and 101.7 mc. Make us an offer, all or part. WENE, Endicott, New York.

For sale: Approximately five hundred feet brand new 70 ohme coax seven-eighth inch copper conduit. 20 foot lengths. Best offer cash, F.O.B. Radio Station WHKP, Hendersonville, N. C.

For sale: Westinghouse 50 kw FM amplifier. Excellent condition. Contact E. S. Long, Radio Station WHKY, Hickory, N. C.

For sale: Presto 92-A recording amplifier. Like new. Used very little. $325. WMVG, Milledgeville, Georgia.

Wanted to Buy

Stations

Texas or Oklahoma station: Experienced station manager wants complete control. Have cash for liberal down payment. Your chance to sell before summer slump. Confidential. Box 69J, BROADCASTING.

Wanted radio station in city over 100,000 able to be bought or financed with $150,000 cash or less. Will also consider including unmortgaged very profitable station in single station market as a part of any deal. Prefer profitable network affiliate with TV potential. Will consider other properties if circumstances warrant. Replies confidential and every principal answered. Box 127J, BROADCASTING.

Equipment, etc.

3 to 10 kw FM transmitter co-ax and high gain antenna, state condition and price. Box 80J, BROADCASTING.

Cash for quick sale. 1-⅝" rigid coax. Andrew 451 or Communications Products 1A-625. Must be perfect shape for new FM installation. Give price amount and condition. Box 108J, BROADCASTING.

Wanted: Complete transmitting equipment for 1000 watts including transmitter, modulation and frequency monitor and limiting amplifier. Box 114J, BROADCASTING.

Wanted: Two turntables complete with pickups. Pre-amps not needed. May be with or without cabinets. Give price and condition. Chief Engineer, KSUM, Fairmont, Minnesota.

Wanted: Approved kilowatt transmitter in good condition. Box 1071, Plainview, Texas.

Help Wanted

Announcers

Network station in city over a million needs

topflight newscaster, commentator.

Must be experienced in gathering and preparing own material and have had good commercial history. Splendid opportunity for right man. Substantial base salary, plus high talent. Only qualified applicants will be considered. Send all information plus transcription to

Box 15J, BROADCASTING

Technical

Major south Florida station needs

FULLY EXPERIENCED ENGINEER WITH FIRST CLASS LICENSE.

Must be thoroughly acquainted with all phases of control room operation, installation and maintenance. Adequate compensation for right man. Give complete employment history, references, affiliations, personal data and draft status. Box 125J, BROADCASTING.

Production-Programming, others

Net affiliate in major market needs

competent director of women's programs.

Minimum four years experience required, plus excellent commercial history. Must be able to assume full directorship of women's activities. Splendid opportunity for qualified person. Excellent base salary, plus high talent. Send all information, photo, plus disc or tape to

Box 16J,
BROADCASTING

Woman Personality

Attractive (for future TV), experienced on-the-air personality, able to write and produce her own show, good on interviews, wanted by the leading station in major market.

Send full details, photo, disc, salary requirements. Box 124J, Broadcasting.

Situations Wanted

Announcers

THEY WON'T WANT ME IN WORLD WAR III!

Veteran with exceptional versatility is interested in joining a progressive station. Topnotch hillbilly deejay with a proven sponsor-drawing ability. Also good pop music deejay, news, and commercial announcer. Long experience in production. Currently employed in executive capacity, but not "title-conscious." If you have a GROWING station and are interested, write to Box 81J, BROADCASTING.

For Sale

Stations

FOR SALE

1000 Watt Fulltime Independent New York State market over 300,000—good successful property and growing—owner wishes to retire.

Principals only.

$100,000

Box 32J, BROADCASTING

Equipment, etc.

ELECTRIC GENERATING — Net Surplus

International diesel 100 h.p., 50 kw. Electric Machinery generator—3 phase 60 cycle, 230 volt—all self-contained and mounted on skids. Two heavy-duty external mufflers and connecting pipe. Needs only external fuel tank to operate. In A-1 condition. Price $3,500 FOB our transmitter.

KGLO, Mason City, Iowa

Western Electric 1KW Broadcast Transmitter

Latest model 443-A complete with tubes plus spare power amplifier—tubes used less than three years. Traded in on recent 5KW transmitter—now tuned to 580 Kc. but will retune to any broadcast frequency—in excellent condition and for those who prefer W.E., nothing finer.

Gates Radio Company
Quincy, Illinois
Telephone: 8202

FOR SALE: 178 foot used radio or TV broadcasting tower. Sturdy construction, all members and bolts galvanized. Will erect or sell outright. Shipping arranged. Reasonable. Western Steel Erection Co., 2105 E. 72 St., Chicago. PLaza 2-8088.

Wanted to Buy

Equipment, etc.

USED 16" PROGRAM RECORDS ARE GOOD AS GOLD!

Highest prices paid for outdated, scratched or damaged 16 inch pure vinyl transcription records. Clean out your library at a profit. Drop us a post card or letter estimating the quantity, in records or pounds, you offer to sell. We'll send you current price and shipping instructions by air mail.

J. W. NEFF LABORATORIES, INC.
Mfrs. of Nef-O-Lac Record Compounds
Stockertown, Penna.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockies. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

250 Watt Colorado Fulltime Independent — $20,000.00

This unlimited time independent 250 watt station in Colorado—in the shadow of the beautiful Rocky Mountains—is making money and has every indication that it will continue to do so. It is priced at an extremely realistic figure for quick sale because of the war. Owner must get away immediately. When you contact the nearest office of the Blackburn-Hamilton Company it is suggested that you have funds available for immediate deposit as radio properties of this value move quickly. Owner would like to have substantial down payment and the balance on approval by the Federal Communications Commission but to the right party terms can be arranged. Here is an opportunity to live and work in enjoyable surroundings.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	**Harold R. Murphy**	**Ray V. Hamilton**
Washington Bldg.	**360 N. Mich. Ave.**	**235 Montgomery St.**
Sterling 4341-2	**Randolph 6-4550**	**Exbrook 2-5672**

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 15

Summary of Authorizations, Stations On the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,238	2,228	134		270	120
FM Stations	664	518	166	*1	11	4
TV Stations	107	65	44		391	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

KID Idaho Falls, Ida.—Announced final decision granting change from 1350 kc with 5 kw day and 500 w night to 590 kc with 5 kw day and 1 kw night directional. Decision March 9.

INITIAL DECISIONS

KPET Lamesa, Tex.—Announced initial decision by Hearing Examiner Jack P. Blume to grant change hours of operation from daytime only to full-time, operating on 690 kc with 250 w. Initial decision March 12.

WMIE Miami, Fla.—Announced initial decision by Hearing Examiner Leo Resnick looking toward grant of application of Lincoln Operating Co., as trustee for Sun Coast Bcstg. Corp., to assign construction permit of WMIE to Sun Coast Bcstg. Corp. Decision March 14.

OPINIONS AND ORDERS

WMAW Milwaukee—By order granted in part petition filed by permittee, Midwest Bcstg. Co., requesting that Commission's decision of Dec. 21, 1950 (denying application for license to cover permit) be vacated and set aside and that reargument be held; scheduled oral argument March 30 before Commission. Dismissed as moot petition for extension of authority to operate WMAW. Order March 9.

KXLR North Little Rock, KWEM West Memphis, KHOZ Harrison and KWAK Stuttgart, Ark.—Upon petitions of licensees, removed from hearing docket and granted applications for renewal of licenses for regular period. Comrs. Webster and Hennock dissented and voted for hearing. Comr. Webster issued dissenting opinion. Order March 9.

WTUX Wilmington, Del.—Port Frere Bcstg. Co. Inc. granted authority to continue temporary operation of WTUX until midnight April 30, pending action on petition for rehearing etc. filed by WTUX on Nov. 1, 1950, directed against FCC decision of Oct. 12, 1950 denying application for license renewal. Order March 14.

Non-Docket Actions . . .

AM GRANTS

Crystal City, Tex.—Winter Garden Bcstg. Co. Granted 250 w unlimited on 1240 kc. Estimated cost $17,830.

KOMO Seattle; WDUQ (FM) Pittsburgh.

Modification of CP

KFI-FM Los Angeles—Mod. CP new FM station for extension of completion date.

KCBC-FM Des Moines, Iowa—Mod. CP new FM station for extension of completion date.

License for CP

WAER Syracuse, N. Y.—License for CP new non-commercial FM station.

APPLICATIONS RETURNED

WBET Brockton, Mass.—RETURNED application for renewal of license.

REWARD

$65.00 for forty hours. One sports man; one hot morning disc jockey, with first class tickets. Excellent high, dry climate; very friendly small town in Indian country. Send references, disc or tape. Don't apply unless you want to work and have ideas. Prefer marrried man. K G A K, Gallup, New Mexico.

Principals: J. H. Mayberry, 80% owner, chief engineer KSIX Corpus Christi, 15% owner KBKI Alice, Tex. and 12½% owner Community Bcstg. Co., applicant for Corpus Christi; William E. Stubblefield, 20% owner, special events director KSIX. Granted March 14.

Memphis, Tenn.—Frank J. Keegan. Granted 1 kw daytime on 1480 kc with engineering conditions. Estimated cost $8,700. Mr. Keegan is owner of Keegan's School of Broadcasting and Television. Granted March 14.

Cape Girardeau, Mo.—Cape County Bcstg. Co. Granted 250 w daytime on 1220 kc. Estimated cost $10,350. Grantee is permittee of KGMO (FM) Cape Girardeau. Granted March 14.

Goldsboro, N. C.—Southern Radio & Television Corp. Granted 1 kw daytime on 730 kc. Estimated cost $24,000. Grantee is permittee WFMC (FM) Goldsboro. Granted March 14.

KLIF Oak Cliff, Tex.—Trinity Bcstg. Corp. granted CP to change from 1 kw unlimited to 5 kw daytime and 1 kw night on 1190 kc using night directional; engineering condition. Granted March 14.

KEPO El Paso, Tex.—KWFT Inc., licensee, granted CP to change from 5 kw unlimited to 10 kw local sunset and 5 kw night with daytime directional; engineering conditions. Granted March 14.

FM GRANTS

Following FM stations were granted changes in existing facilities on March 14 as indicated: WTPS-FM New Orleans (ERP from 55 kw to 27.5 kw); WNAE-FM Warren, Pa. (Frequency from Ch. 221 (92.1 mc) to Ch. 222 (92.3 mc) and ERP from 550 w to 2.2 kw; conditions); WFMW-FM Madisonville, Ky. (Frequency from Ch. 276 (103.1 mc) to Ch. 230 (93.9 mc) and ERP from 1 kw to 2.85 kw and antenna from 130 ft. to 375 ft.; conditions); WBCA Schenectady, N. Y. (ERP from 3.5 kw to 1.55 kw with directional antenna reduced from 950 ft. to 850 ft.; condition.)

TRANSFER GRANTS

WWNF Fayetteville, N. C.—Granted consent to assign license from Wayne M. Nelson Inc. to Rollins Bcstg. Inc. for $32,500. Granted March 14.

WHOS Decatur, Ala.—Granted consent to assign license from Claudia E. Kinney, administratrix of the estate of H. H. Kinney, deceased, and D. T. Kinney to Barrett C. Shelton and John H. Jones d/b as North Alabama Bcstg. Co. for $50,000. Granted March 14.

WPAB Ponce, P. R.—Granted consent to Rafael Gimenez Aguayo and Alfonso Gimenez Aguayo to acquire control of licensee corporation through transfer by Carlos Clavell to 9.6% of stock for $10,000. Granted March 14.

WHDF Houghton, Mich.—Granted transfer of control Upper Michigan Bcstg. Co., licensee, from A. L. Burgan, deceased, to George L. Burgan, son of transferror. No money involved. Granted March 14.

WAKR-AM-FM Akron, Ohio—Granted transfer of control Summit Radio Corp., licensee from Viola G. Berk et al., to Viola G. Berk individually and as trustee. No money involved. Granted March 14.

WBEX Chillicothe, Ohio — Granted transfer of control Shawnee Bcstg. Co., licensee, from Walter A. Graham, et al., to Truman A. Morris, et al., through sale of 100% stock interest for $67,000 plus net current assets, which amounted to $18,374 as of Oct. 31, 1950. Granted March 14.

New Applications . . .

TRANSFER REQUESTS

KOJM Harve, Mont.—Relinquishment of control of licensee, North Montana Bcstg. Co., by chief stockholders Dr. F. W. Aubin, E. J. Pepin, Leo R. Billings and George H. Bauer through issuance of 555 sh new stock to 13 new stockholders, all local businessmen. Par value $100. Total of 253 sh now issued. Filed March 9.

WOV New York—Assignment of license from Wodamm Corp. to newly organized New Jersey corporation of same name by consolidation of holding company, Victory Bcstg. Corp. and present licensee. No change in ownership: Richard E. O'Dea, 68.9%; Ralph Weil, 16.6%, and Arnold Hartley, 14.4%. Filed March 9.

WAKE Greenville, S. C.—Acquisition of control of licensee, Piedmont Bcstg. Co., by Vardry D. Ramseur and John A. Ramseur, each now 25% owner, through purchase of 50% interest owned in equal parts by Joe H. Britt and Charles B. Britt. Consideration $17,500. Filed March 9.

KMLW Marlin, Tex.—Assignment of permit from W. L. Pennington and Virgil H. Gage, partnership d/b as Falls County Public Service, to Mr. Pennington individually. Consideration not given. Filed March 9.

KXRJ Russelville, Ark.—Acquisition of control Valley Bcstrs. Inc., licensee, by Clyde R. Horne, present stockholder and secretary-treasurer, through purchase of interest of Jerrell A. Shepherd, consisting of 200 sh. common and 60 sh. preferred, for $18,000. Filed March 14.

WEEK Peoria, Ill.—Involuntary assignment of license from Robert S. Kerr, D. A. McGee, T. M. Kerr, T. W. Fentem, Dean Terrill, Grayce B. Kerr, and Geraldine H. Kerr, A Partnership d/b as West Central Bcstg. Co. to Robert S. Kerr, D. A. McGee, T. M. Kerr, Dean Terrill, Grayce B. Kerr, Geraldine H. Kerr, and Callie B. Fentem and Liberty National Bank & Trust Co., co-executors of the estate of T. W. Fentem, A Partnership d/b as West Central Bcstg. Co. Mr. Fentem, deceased, owned 6.944% of stock. Control of licensee not affected. No monetary consideration involved. Filed March 14.

WCOP-AM-FM Boston—Voluntary assignment of license from Massachusetts Bcstg. Corp. to parent stockholder, Cowles Bcstg. Co., for purposes of administrative efficiency and economy. No monetary consideration is involved. Filed March 14.

WIMA-AM-FM Lima, Ohio—Consent to transfer 85 sh. in Northwestern Ohio Bcstg. Corp., licensee, from Ruth S. Rickman, sole beneficiary under will of W. L. Rickman, deceased, to R. W.

(Continued on page 93)

FCC Actions

(Continued from page 87)

March 14 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WHOU Houlton, Me.—Mod. CP new AM station for extension of completion date.

WWBZ Vineland, N. J. — Mod. CP change hours operation and install DA-N for extension of completion date.

WWVA-FM Wheeling, W. Va.—Mod. CP new FM station to change trans. site, ERP, ant. height, trans. type, etc.

AM—1370 kc

KGNO Dodge City, Kans. — CP to change from 1 kw-D 250 w-N to 5 kw-D 1 kw-N, install new trans. and DA, change trans. location.

AM—1380 kc

KPRS Olathe, Kan. — CP to change from 1590 kc to 1380 kc and change ant.

License Renewals

Following AM stations request renewal of license: KFBK Sacramento, Calif.; KGDM Stockton, Calif.; KIPA Hilo, Hawaii; WHOW Clinton, Ill.; WLPO LaSalle, Ill.; WKTM Mayfield, Ky.; WNOE New Orleans; WLEW Bad Axe, Mich.; WCAR Pontiac, Mich.; WAPF McComb, Miss.; WJEH Gallipolis, Ohio; KLPR Oklahoma City; WBUT Butler, Pa.; WKOW Madison, Wis.

March 15 Decisions . . .

BY THE COMMISSION EN BANC

Hearing Designated

KDAC Fort Bragg, Calif—Designated for hearing at Fort Bragg on May 7, re application for license to cover CP, for 1230 kc 250 w unl., and placed application for transfer of CP to Charles B. Weller, receiver, in pending file.

KTXC Big Spring, Tex.—Designated for hearing in Big Spring on May 14 application for renewal of license for 1240 kc 100 w unl.

CP Revoked

KFST Fort Stockton, Tex.—Adopted order revoking CP for 860 kc 250 w D effective April 18. If application for hearing is made on or before April 3 the order shall stand suspended until conclusion of hearing.

License Renewal

WJCD Seymour, Ind.—Granted renewal of license for regular period.

March 15 Applications . . .

ACCEPTED FOR FILING

AM—1590 kc

WTVB Coldwater, Mich.—CP to change from D to unl. with power of 500 w-N AMENDED to change from 1 kw-D 500 w-N to 5 kw-D 500 w-N on 1590 kc, using DA-D-N in lieu of DA-N.

License Renewal

Following stations request renewal of license: WVCG Coral Gables, Fla.; WFRL Freeport, Ill.; WSIV Pekin, Ill.; WANN Annapolis, Md.; WINS New York; WQXR New York; KEVA Shamrock, Tex.; KFDX Wichita Falls, Tex.;

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr. Represented by Jack Koste, Independent Metropolitan Sales.

14th YEAR

PETER POTTER'S

"PLATTER PARADE"

Disc Whirler Supreme

That's Peter Potter who has been spinning the prettiest Platters in Platterdom for 14 years over KFWB.

His success stories are fabulous. His audience is gigantic.

Here's your chance to cash in on both Audience and Results in the Nation's Second Largest Market.

Some participations available.

Nationally Represented by

William G. Rambeau Co.

KFWB

IN HOLLYWOOD

980 on the dial

Did He Invent Radio?

(Continued from page 26)

blefield have testified that they were given private demonstrations of the "wireless telephone" as early as 1892. They were convinced, moreover, that he doubtlessly had achieved success privately even before that date.

Dr. Rainey T. Wells, former general counsel for the Woodmen of the World and founder of Murray State College, testified before a FCC Commissioner in Murray in 1947 that he had personally heard Mr. Stubblefield demonstrate his "wireless telephone" as early as 1892.

Dr. William H. Mason, surgeon and family physician for the Stubblefield family, has testified concerning the early experiments. "I was privileged to see and hear private demonstrations of his invention which he called the 'wireless telephone' many years before he gave the first public demonstrations in 1901 or 1902," Dr. Mason said in a signed statement. "It was probably as early as 1892 that I first knew of his invention."

What did this early invention look like? What was its secret, which Mr. Stubblefield so persistently guarded? The first question is easy; the second may never be fully answered.

All who saw the early sets (he made several) tell of mysterious boxes, batteries, coils, nickel-topped steel rods, transmitters and receivers.

Mr. Stubblefield manufactured his own batteries. One type was later patented March 8, 1908, No. 600,457. This battery he later described as being "the bed rock of all my scientific research in raidio (his spelling) today."

The portable radio is a comparatively recent development, but let Dr. Mason tell about the first portable radio (wireless telephone) he saw about 1892:

"One day he (Mr. Stubblefield) handed me a device in what appeared to be a keg with a handle on it. Carrying out his instructions, I started walking down the lane with the keg. From it I could hear distinctly his voice and a harmonica which he was broadcasting to me. Time and again I heard similar demonstrations. These were several years before Marconi made his announcement about wireless telegraphy."

For several years, Mr. Stubblefield toiled with his discovery permitting only a few trusted friends to know about it. Then at the turn of the century came the announcement of the achievements of Marconi and others, in wireless telegraphy.

"The first public test of telephoning without wires," says Trumbull White's book, "was made at the Kentucky village where the inventor lived, on the first day of January 1902, only a few weeks after Marconi's success in signaling across the Atlantic by telegraph without wires." Ten days later Mr. Stubblefield gave a demonstration of wireless telephony for a reporter of the *St. Louis Post-Dispatch*.

Said the staff correspondent on Jan. 10, 1902: "However undeveloped his system may be, Nathan Stubblefield, the farmer-inventor of Kentucky has assuredly discovered the principle of telephoning without wires, using only the earth's electrical charge for the transmission of the voice from one distant point to another."

'Through Space and Earth'

The reporter quoted Mr. Stubblefield as saying that day: "I can also telephone without wires through space as well as through the earth, because my medium is everywhere."

What did this "first broadcasting station" look like? It was a tiny workshop built onto the porch in the front of Stubblefield's modest home. The workshop-station was barely wide enough to hold the transmitter and a chair. The transmitting mechanism was concealed in a box 4 feet high, 2½ feet wide, 1½ feet deep.

Two wires the thickness of a lead pencil coiled from its corners and disappeared through the wall of the room and entered the ground outside. On top of the box were the transmitter mouthpiece and a telephone switch.

What was in the box, the inventor wouldn't say.

"In that box," admitted Mr. Stubblefield, "lies the secret of my success." He said it hadn't yet been patented, nor was it yet perfect: "I can now telephone a mile without wires. . . . The system can be developed until messages by voice can be sent and heard all over the country, to Europe, all over the world."

Five hundred yards away was the experimental receiving station. It was a drygoods box fastened to the foot of a stump. A roof was placed on top, and one side had hinges for a door. Wires, connected with the ground on both sides, ran into it and were attached to "receivers."

The St. Louis writer said Mr. Stubblefield's 14-year-old son, Bernard, was left at the broadcasting station on the porch while he and the inventor went to the stump. There the reporter picked up the receivers and heard spasmodic buzzings.

Then: "Hello, Can you hear me? Now I would count ten. One-two-three - four - five - six - seven - eight - nine - ten. Did you hear that? Now I will whisper."

Reporter Amazed

The amazed reporter said: "I heard as clearly as if the speaker were only across a 12-foot room the 10 numerals whispered." Then Bernard whistled and played the mouth organ—probably the first music program ever heard over the radio.

Later the Kentuckian and the reporter walked down a wagon track a mile from the house and the broadcasting booth. There they took a receiving outfit and tried the experiment again. The outfit consisted of the receiver, connecting wires, and steel rods topped with hollow nickel plated balls of iron. Below each ball was an inverted metal cup. After sinking the rods into the ground, they listened. Bernard was still broadcasting—and clearly!

For an hour they tested it, sinking the rods into the ground again and again—always with excellent reception.

Fame was in Mr. Stubblefield's grasp. Dr. Mason said he saw a written offer of $40,000 for a part interest in the invention. Speculators wearing diamonds "as large as your thumb" came to Murray to interview the inventor.

Of course he was invited to go East to demonstrate his marvelous device. And he did. Scientists, newspaper men, promoters, and just plain curious persons paid tribute to him.

On March 20, 1902, he broadcast messages (words and music) from a steam launch on the Potomac River to scientists and newspapermen on the banks.

On Decoration Day of the same year he demonstrated wireless telephony at Fairmont Park in Philadelphia. The messages were broadcast from the second story of the Belmont Mansion at least a mile away.

Newspaper articles were printed in New York, Philadelphia, and Washington acclaiming him as inventor of the wireless telephone. The Kentucky farmer was recognized as a genius.

From this point the story is vague, because Mr. Stubblefield told very little about what happened. It is known that he became connected with a company that was to promote the invention, the "Wireless Telephone Co. of America." In a bank vault at Murray is a certificate of 50 shares issued to Hugh P. Wear, who was a friend of Mr. Stubblefield.

Incorporated in 1902

Incorporated in 1902 under the laws of Arizona, the Wireless Telephone Co. of America was capitalized at $5 million, according to Mr. Wear's stock certificate. Several friends and business associates of Mr. Stubblefield also bought stock, in all probability.

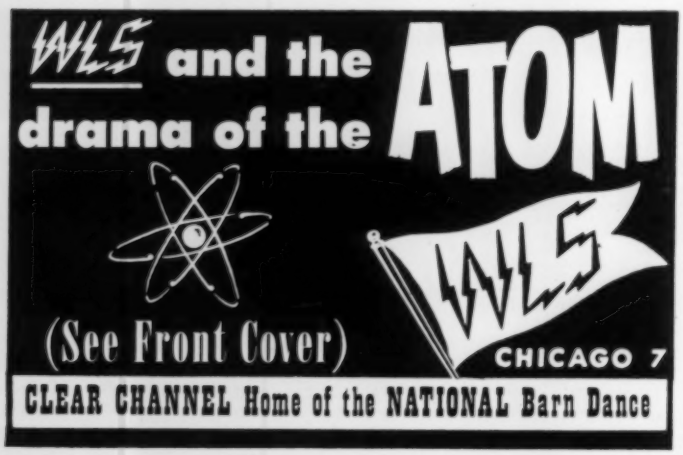
The problems of getting patents, legal advice, and financial assistance were stupendous. Was the invention patentable? Certainly parts of his device were those found in telephones. How could one sell an instrument that would permit everybody with a receiver to enjoy the benefits of the broadcast? How could he distinguish between genuine friends and shysters?

Anyway, he came back home with a taste of fame but not much of fortune. He was fearful that some of his Eastern acquaintances were more interested in selling stock than they were in developing the invention. Although he knew he had the secret of a world-shaking device, he was unable to capitalize on it. He became somewhat embittered and more reticent than ever. Meanwhile he kept working on his magic box.

But his friends at Murray had not lost faith. They knew his wireless telephone would work. So several of them persuaded him to try to get it patented and marketed. According to a "prospectus" of the new plan, the original "financi

New WFDR Policy

WFDR (FM) New York last week announced a policy of telling its listeners about other stations' programs which they might like to hear. For instance, on station breaks WFDR listeners are told what the next WFDR program will be, and then advised that if they would prefer Jack Benny or Tallulah Bankhead—or some other radio or TV show scheduled for that time—they should tune to such-and-such network. "We may lose some audience," said Manager Lou Frankel, "but we would have lost them in any event if they had remembered to shift their dial. By giving the listener the opportunity to shift, we think we're giving the WFDR audience a service they'll appreciate."



supporters of this enterprise, all of Murray, Ky." were: Senator Conn Linn, B. F. Schroader, R. Downs, J. D. Rowlett, George C. McLarin, John P. McElrath. Dr. Rainey T. Wells, who had hear his early experiments, was now an attorney and he assisted in the patent applications. There were others in Murray who contributed money and assistance in this attempt to develop the invention.

The new application for a patent was for certain improvements in wireless telephony, particularly relating to installing the device in carriages, ships, and trains. The application was filed April 5, 1907, Serial No. 366,544.

The Wireless Telephone was patented May 12, 1908, No. 887,-157. In his application, Mr. Stubblefield described the invention as follows: "The present invention relates to means for electrically transmitting signals from one point to another without the use of connecting wires and more particularly comprehending means for securing telephonic communication between moving vehicles and way stations."

His second venture East proved fruitless except for the patents. He came back home nearly penniless, embittered, and disappointed. Perhaps he felt responsible for the financial losses his friends had incurred in his behalf. What caused this fiasco?

"World Not Ready"

Perhaps it was the same set of circumstances that brought failure in the other attempt. The most logical answer is: The world was not quite ready for it.

Another reason for failure was the fact that the DeForest tube was developed about this time. Fleming's tube-diode was also being demonstrated. The radio (telephony and telegraphy) was moving ahead—at least in the laboratories and workshops.

The automobile wasn't developed to the point where it could utilize his "wireless telephone." In fact, the use of the device in automobiles and trains is of comparatively recent origin.

Whatever the cause, life for the disappointed genius was to become a bitter tragedy. Later his family became separated. The old home where he invented his wireless telephone burned about 1913.

Finally he became a virtual hermit, living alone in poverty and proud bitterness. He would talk to only a few of his friends, neighbors, or relatives. In general, he curtly refused offers of help.

On March 28, 1928, Nathan B. Stubblefield died—alone, penniless, and all but forgotten.

A few years before his death, the eccentric inventor scribbled on the margin of an old *Electrical World* magazine these words—addressed to Vernon Stubblefield Sr., a distant cousin but a very close friend: "You and I will yet add luster to the Stubblefield name."

In another note he commented that he had lived 50 years ahead of his time. Perhaps he was right.

KGNC Amarillo, Tex., Farm Editor J. B. "Uncle Jay" Linn (second, r) attended the annual Houston Fat Stock Show and Livestock Exposition in order to give his listeners a first-hand account of goings-on. Discussing a program are (l to r) Glenn McCarthy, president of KXYZ Houston; William Boyd (Hopalong Cassidy), Mrs. Linn, Mr. Linn, and Albert Lee, president of the exposition.

FCC Roundup

(Continued from page 91)

Mack (35 sh.) and George E. Hamilton (50 sh.). Mrs. Rickman waived her rights to stock to Mr. Mack, who had endorsed $16,000 note for deceased with shares in question serving as collateral. Mr. Mack assigned his rights to 50 sh. to George E. Hamilton, present stockholder, for $9,411.50, said sum being used to retire part of note. Filed March 14.

WAAM (TV) Baltimore, Md.—Transfer of control WAAM Inc., licensee, from Ben Cohen, Morton L. Silberman and Herbert Levy, Voting Trustees, to Ben Cohen, Herman Cohen and Herbert Levy, Voting Trustees. Application involves substitution of alternate voting trustee for resigned voting trustee. No money involved. Voting trust controls 63% of stock. Filed March 14.

AM APPLICATIONS

Wabash, Ind.—The Wabash Assn. of Bcstrs. Inc. 1400 kc, 250 w fulltime. Estimated cost $25,600, first year operating cost $30,000, revenue $35,000. Equal owners: Daniel Watkins, Muncie, Ind., undertaker; Robert F. Crandall, chief engineer WCBC Anderson, Ind.; and H. Bob Ballard, salesman WCBC. Filed March 13.

Tuskegee, Ala.—Radio Tuskegee Inc. 580 kc, 500 w daytime. Estimated cost $22,500, first year operating cost $36,000, revenue $48,000. President and 1.25% owner is J. L. Youngblood, 50% owner Tuskegee Oil and Fertilizer Co. Vice president and 13.75% owner is William C. Woodall Jr., 50% owner WDWD Dawson, Ga.; one-third owner WGRA Cairo, Ga., and 25% owner WFPM Fort Valley, Ga. He is brother of Allen M. Woodall, who has one-third interest in WDAK Columbus, Ga.; 25% interest in WCOS Columbia, S. C., and 20% interest in WRDW Augusta, Ga. Secretary and 13.75% owner is William E. Morris, 4% owner Stevens Industries Inc., Dawson, Ga. Treasurer and 13.75% owner is Ed. J. Young, 7% owner Stevens Industries, 1⅔% WGRA, 16⅔% WFPM. Directors and each 13.75% owner: E. D. Stevens, chairman of board and 20% owner Stevens Industries; Matthew E. Williams, president and 20% owner Stevens Industries, 16⅔% interest in WGRA and WFPM; R. Geise Dozier Jr., vice president 7% Stevens Industries, 16⅔% WFPM, 3⅓% WGRA; C. M. Cruickshank Jr., 7% Stevens Industries. Directors and each 1.25% owner: Frank H. Carr, Mayor of Tuskegee, and Floyd Forman, owner Dradeford Insurance Agency. Filed March 13.

Redmond, Ore.—Harold C. Singleton and W. Gordon Allen d/b as Redmond Bcstg. Co., 1240 kc, 250 w, unlimited. Estimated cost $7,800. Equal owners: Harold C. Singleton, secretary-treasurer and 34% owner of Walla Walla Bcstg. Co. (KWWB); W. Gordon Allen, sole owner of KGAL Lebanon, Ore. Filed March 14.

Portage, Wis.—Portage Bcstg. Co., 1350 kc, 1 kw, daytime. Estimated cost $29,440. Principals are W. T. Comstock (president and 92% owner), majority stockholder in Comstock Publishing Co.; Stanley Buckles (secretary-treasurer and 7.7%), reporter for Portage Daily Register and conductor of program on WIBU Poynette, Wis.; Harold Sommers (vice-president and .3%), owner Coast-to-Coast store in Portage. Filed March 15.

TV APPLICATIONS

Utica, N. Y.—WIBX Inc., Channel 3 (60-66 mc), ERP 17.2 kw visual, 8.6 kw aural, antenna 684.6 ft. above average terrain. Estimated cost $226,721, first year operating cost $120,000, revenue $180,000. Applicant is licensee WIBX-AM-FM there. Filed March 9.

Wichita, Kan.—Radio Station KFH Co., Channel 5 (76-82 mc), ERP 15.8 kw visual, 7.9 kw aural, antenna 409 ft. Estimated cost $202,460, first year operating cost $250,000, revenue $125,000. Applicant is licensee KFH-AM-FM there. Filed March 12.

Wichita, Kan.—KAKE Bcstg. Co. Inc., Ch. 10 (192-198 mc), ERP 100 kw visual, 50 kw aural, antenna 500.5 ft. above average terrain. Estimated cost $331,-927.70; cost operation first year $200,000; revenue first year $220,000. Applicant is licensee KAKE Wichita. Filed March 14.

Radio-ated Advertising

EFFECTS of the atomic bomb have been felt even in the radio advertising industry. CKNW New Westminster, B. C., is claiming to be the first in sales promotion of atomic bomb shelters. Client for this radio-ated advertising is Allen Eccles, who has launched a spot campaign daily. In addition, Mr. Eccles has developed a device which may be worn like a boutonniere to warn the wearer of the presence of radiation. Could the boutonniere, actually shaped like a small club button, be called a g-uranium?

Reach more than ½ million Colored people in the WMRY coverage area. Programmed for Negroes by Negroes, WMRY is effectively directing the buying habits of this vast, faithful audience.

600KC · "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

JOHN E. PEARSON CO.

Nat'l. Representative

THE ONE DIRECT APPROACH TO NEW ORLEANS' LARGEST MAJOR MARKET

MORT SILVERMAN

General Manager

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Johnstone-Montei

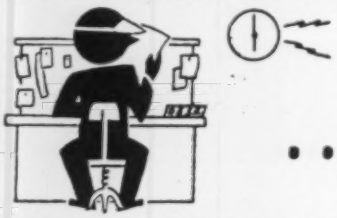
If It Hadn't Been For You

On Records: **Eddie Fisher–Hugo Winterhalter —Vic. 20-4016; Lee Brothers–Paul Weston— Col. 39136; Jan Garber—Cap. 1384; Henry Jerome—Lon. 979.**

On Transcriptions: **Sunset Trio — Capitol; Lenny Herman—Langworth; David Street— Standard; Eddy Howard—World.**

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD



...at deadline

NBC ISSUES NEW RATES TO WNBW (TV) WASHINGTON

NEW rate card for NBC's WNBW (TV) Washington announced Friday, effective April 1. One-hour gross rate for Class A time will be $550; Class B, $415; Class C, $275. One-minute announcements and station breaks: Class A time, $120 net; Class B, $90 gross; Class C, $60 gross. Rates for station identification sharing announcements will be one-half station break rates.

Announcing new rate card No. 6, NBC Spot Sales Director James V. McConnell said orders accepted before April 1 for program periods and Class B and C announcements and station breaks will be protected at current rates through Sept. 30, provided there is no lapse in schedule. Orders accepted for Class A announcements and station breaks will be protected through June 30.

RADIO, TV LAUDED BY SENATE PROBERS

TRIBUTE to radio and television as having created the "modern counterpart of a town meeting" was paid Friday by Rudolph Halley, chief counsel of Senate Crime Investigating Committee, in exclusive interview at New York hearing over WMGM New York by George Hamilton Combs, WMGM commentator.

"An entire city is enabled to sit in and make judgments," Mr. Halley said. Sen. Estes Kefauver (D-Tenn.), committee chairman, who also was interviewed, described increased public interest and attention as "healthy sign."

SKIATRON TO DEMONSTRATE SUBSCRIBER-VISION TO FCC

SKIATRON Corp. announced plans Friday to demonstrate its "Subscriber-Vision" to FCC in New York Tuesday and said it would follow shortly with application for authority to conduct limited public test similar to Zenith's Phonevision tests in Chicago.

Showing for FCC, conducted in cooperation with WOR-TV New York, will include first "Subscriber-Vision" broadcast during regular broadcast hours, Skiatron said. Plans call for FCC members to see closed-circuit demonstration at WOR-TV transmitter site 11-11:30 a.m., and then witness regular broadcast 2:30-3 p.m.

SANDBERG JOINS JWT

JOHN V. SANDBERG, recently resigned as vice president in charge of advertising for Pepsodent Div. of Lever Bros., joins J. Walter Thompson Co., Chicago, May 1, as account executive. He is former advertising manager of Kraft Foods Co.

EXTRA ZENITH DIVIDEND

DIRECTORS of Zenith Radio Corp., Chicago, declared 50-cent extra dividend on capital stock Thursday. This amount is in addition to regular 50-cent quarterly payment. Last October, Zenith also voted 50-cent extra payment, first in several years.

OWNERSHIP ISSUES CITED IN THREE STATION CASES

OWNERSHIP issues involved in FCC's designating for hearing license renewal bid of KTXC Big Spring, Tex., and license application of KDAC Fort Bragg, Calif., Commission indicated Friday. Alleged ownership misrepresentation of KTXC said basis for revocation of permit of KFST Fort Stockton, Tex.

Commission indicated KTXC and KFST actions based on disclosures in letter from Leonard R. Lyon concerning alleged contracts granting part interests in KTXC to V. T. and E. W. Anderson. Mr. Lyon is original permittee of KTXC and part-owner of KFST in equal partnership with Andersons and Clyde E. and George T. Thomas, "all of whom participated in the illegal transfer" of KTXC, FCC charged. FCC said Andersons denied Lyon allegations "but were completely unresponsive" regarding contracts of April and July 1949.

In KDAC case, FCC said it wanted more data on financing of station and ownership background of permittee, Mendocino Coast Broadcasters.

CRIME PROBE HOOKUP EXPANDED BY TIME INC.

TIME Inc., through Young & Rubicam, New York, added 15 stations to four-station ABC-TV chain telecasting Senate Crime Investigating Committee hearings in New York, it was announced Friday. New stations: WKTV (TV) Utica, N. Y.; WXEL (TV) Cleveland; WTVN (TV) Columbus; WCPO-TV Cincinnati; WHIO-TV Dayton; WJAR-TV Providence; WJAC-TV Johnstown, Pa.; WSM-TV Nashville; WTCN-TV Minneapolis; WHBF-TV Rock Island; WSPD-TV Toledo; WKZO-TV Kalamazoo, Mich.; WFBM-TV Indianapolis; WDTV (TV) Pittsburgh, and WNAC-TV Boston. Previously carrying: WJZ-TV New York; WENR-TV Chicago; WXYZ-TV Detroit; and WFIL-TV Philadelphia. Hearings telecast 9:30-12 noon and 2 p.m. to conclusion daily.

JEROME E. KENMORE

FUNERAL services for Jerome E. Kenmore, 32, WOR New York engineer, were to be held yesterday (Sunday) at Somerville, N. J. He leaves his widow, Thelma, and two children.

ADVISORY COUNCIL ADDS

BILL SHADEL, of CBS, president, Radio Correspondents Assn., said Friday that organization has accepted invitation from NAB President Justin Miller to serve on industry Broadcast Advisory Council. Judge Miller is president of council, which recently decided to extend scope of its representation [BROADCASTING • TELECASTING, March 5].

MRS. ROOSEVELT JOINS

ELEANOR ROOSEVELT was 200th woman broadcaster to join new American Women in Radio & Television, according to Dorothy Spicer, who is handling organizational work. Association to hold first convention April 6-8 in New York.

Closed Circuit

(Continued from page 4)

scale NARBA hearings on agenda. Invitations to appear to be issued soon to interested parties. Hearing date contingent on disposition of troops to Europe and wheat to India issues, current major problems of committee.

TERRE HAUTE BREWING Co., Champagne Velvet Beer, through its agency, Biow Co., New York, preparing radio and television spot announcement campaign in about 60 markets starting April 1.

MEDIA REVIEW today (Monday), by Pan American Coffee Bureau, New York, will probably conclude in allocation of budget to combination network radio and TV campaign. Bureau already sponsors *Human Side of the News*, Mon., Wed., Fri., over ABC 7-7:05 p.m. Agency, Federal Adv., New York.

GRELLVA Inc. (Krashe cosmetic preparations) planning to use radio spots in at least four midwest markets through newly appointed agency, Kenneth Rader Co., New York.

DEMOCRATIC National Committee preparing radio-TV schedule for series of Jefferson-Jackson dinners throughout nation. President expected to speak on national radio and television hookups at April 14 Washington dinner, though networks and time not set. He may speak from White House or attend event at National Guard Armory.

RECOMMENDATION of President's Temporary Communications Policy Board report for three-man government communications group [BROADCASTING • TELECASTING, March 12], which would pass on frequency demands, has drawn frowns from military. Copies of classified document reviewed by FCC Commissioners and discussed at last Monday's meeting.

RADIO Correspondents Assn. polling membership on No. 1 problem: Whether to hold cocktail party in place of cancelled Presidential dinner. Latest guess: Some function will be held in early April—without President, of course, but attended by government dignitaries.

WYOMING OUTLET SOLD

APPLICATION for transfer of control of KVRS Rock Springs, Wyo., to be filed with FCC in few days. New owners are Rock Springs Newspapers Inc., publishing *Daily Rocket;* William C. Grove, 16% owner, treasurer and general manager of KFBC Cheyenne; Dave Richardson, publisher of Rock Springs Newspapers; Frank Flynn, commercial manager KFBC; Larry Bicliffe, sports director of KFBC; Bud Fisher, manager of KRAL Rawlings. Tracy S. McCraken, president of KFBC, and his son, Robert, are principal and substantial owners of newspapers in Cheyenne, Rawlins, Laramie, Rock Springs and Worland, all in Wyoming. Mr. Grove is part-owner of KRAL, holds CP for new Sydney, Neb., outlet and is applicant for new outlet at Wheatland, Wyo. He recently sold his 11% interest in KCSJ Pueblo, Col.

GENERAL FOODS SHIFTS

WILLARD P. BROWN, assistant to Charles G. Mortimer Jr., General Foods vice president, appointed assistant product manager in company's Minute Division. David W. Thurston, associate advertising manager for Minute Division, transferred to company's Jello-O Division as assistant product manager.

JOINS NATIONAL EXPORT

HARRIET M. BELILLE, timebuyer of Grey Adv., New York, to National Export Ad. Service, as timebuyer.

WLW - TELEVISION

LEADS in LEADING daytime TV cities

During the day, sets in use in the three cities served by WLW-Television — Cincinnati, Dayton and Columbus — are among the highest in the nation —

	Average Sets In Use*
CINCINNATI	13.9%
DAYTON	12.2%
COLUMBUS	11.1%

In each of these cities, the WLW-Television station has a much larger share of the daytime audience than the leading competitor.

	Average Share of Audience*	
	WLW-TV Station	Leading Competitor
WLW-T, Cincinnati	47.5%	37.4%
WLW-D, Dayton	63.1%	26.2%
WLW-C, Columbus	57.7%	24.3%

Here's proof positive that WLW-Television delivers the greatest daytime audience in the midwest's second largest TV market.

WLW - TELEVISION

WLW-T CINCINNATI WLW-D DAYTON WLW-C COLUMBUS

*Videodex, December, 1950, 6:00 a.m. - 6:00 p.m.